

PDF Express Edition











**Commodity Contracts Brokerage Lines** 

The PDF report is an extract of the main database and provides a number of limited datasets for each of the countries covered. For users needing more information, detailed data on Commodity Contracts Brokerage Lines is available in several geographic Editions and Database versions. Users can order any other Editions, or the full Database version, as required from the After-Sales Service or from any NIN Dealer at a discount.

This research provides data on Commodity contracts brokerage Lines.

### **Contents**

Express Edition	4
Products & Markets	4
Report Description	6
Tables	6
Countries Covered	11
Market Notes & Definitions	12
Financial Notes & Definitions	16
Industry Norms Definitions	23
Upgrade to the full Database Edition at a reduced cost	25
Database Editions	26
Editions available	27
World Report	27
Regional Report	27
Country Report	27
Country & City Report	27
Markets & Products	28
Products covered:	29
World Database Description	30
Geographic Coverage	37
Financial Data	38
General Contents	39
Database Edition Market Research Contents	40
Databases & Structures	40

Spreadsheets	42
Chapters	42
Countries	44
Methodology	47
Deliverables	47
About this Database	47
Real Time Support	47
Toolkits	48
Proprietary Software package compatibility	49
Resource Web	49
Research & Survey Methodology Analysis	50
Appendix 1 : Regional Report country coverage	51
Appendix 2 : About the After-Sales Service	52
Modular Research	52
1. Market Research	52
2. Distribution Channels & End Users Data	52
3. Survey Data	53
4. Corporate Data	54
5. Additional Data	58
Database Compatibility	59

# **Express Edition**

# **Commodity Contracts Brokerage Lines**

NAICS / SIC / SERIES: 523140\_L

This PDF Express edition has 815 pages. Updated monthly.

Years covered: Historic data for the past 7 years, and Forecast data for the next 7 years.

**Price**: \$950

**Delivery**: 24 hours as a downloaded PDF file, or shipped as a DVD.

### **Products & Markets**

This report covers the following Product and Market Sectors:-

Product & Market data is given in US\$ for each Country, by each Product by each Year: Historic data for the past 7 years, and Forecast data for the next 7 years.

#### **COMMODITY CONTRACTS BROKERAGE LINES**

- 1. Commodity contracts brokerage Lines
- 2. Loan income from nonfinancial businesses: unsecured
- 3. Interest income from loans to nonfinancial businesses: unsecured
- 4. Public offering products: equity securities origination
- 5. Private placement: equity securities origination
- 6. Treasury bills: brokering & dealing debt instrument products
- 7. National government notes and bonds
- 8. Fees and commissions from national government notes and bonds
- 9. Other governmental notes and bonds
- Fees and commissions from state provincial and local governments notes and bonds
- 11. Brokering & dealing products, equities
- 12. Fees and commissions, equities
- 13. Net gains in trading accounts, equities
- 14. Interest income from trading accounts, equities
- 15. Futures contracts, exchange: traded
- 16. Fees and commissions from futures contracts, exchange: traded
- 17. Net gains in trading accounts from futures contracts, exchange: traded
- 18. Interest income from trading accounts from futures contracts, exchange: traded
- 19. Margin interest from futures contracts, exchange: traded
- 20. Option contracts, exchange: traded
- 21. Fees and commissions from option contracts, exchange: traded
- 22. Net gains in trading accounts from option contracts, exchange: traded
- 23. Interest income from trading accounts from option contracts, exchange: traded
- 24. Forward contracts: OTC
- 25. Fees and commissions from forward contracts, traded OTC
- 26. Swaps: OTC
- 27. Fees and commissions from swaps, traded OTC
- 28. Option contracts: OTC
- Fees and commissions from option contacts traded over-the-counter
- 30. Other derivative contracts: OTC
- Fees and commissions from other derivative contracts, traded OTC
- 32. Brokering & dealing foreign currency fees: wholesale
- 33. Brokering and dealing investment company securities
- 34. Brokering and dealing other financial instruments
- 35. Brokerage correspondent products: fees
- 36. Trading debt instruments on own account: net gains (losses)
- 37. Trading derivatives contracts on own account: net gain (losses)
- 38. Trading other securities and commodity contracts on own account: net gain
- 39. Payment clearing and settlement fees

- 40. Security and commodity contract trade execution
- 41. Financial planning and investment management services: Business and government
- 42. Financial planning and investment management services: Private
- 43. Other products supporting financial services: fees

### NAICS / SIC coded reports and databases

This is a Market database which is designed to be compatible with U.S. government databases.

For NAICS / SIC coded reports and databases, the report structures are an analogue of U.S. Department of Commerce / U.S. Census databases, and are an analogue of U.S. Census data, but in a worldwide context.

For a full explanation of the NAICS coding system see: http://www.census.gov/eos/www/naics/

These product / revenue lines codes and definitions are determined by the U.S. Government agencies.

Azerbaijan Industry Norms

45.

# **Report Description**

### **Commodity Contracts Brokerage Lines Report**

The Commodity Contracts Brokerage Lines PDF Express Report gives data on each of the Products & Markets listed by 2 Time series: 7 years Historic data and 7 years Forecast data.

Each of the 44 Products & Markets are quantified in US\$, by each year (7 historic & 7 forecast years).

Financial data is provided for Commodity Contracts Brokerage Lines, by each year (7 historic & 7 forecast years), including complete aggregated Financials, Balance Sheets and Financial Margins and Ratios, by country.

A range of Industry Data is provided for Commodity Contracts Brokerage Lines, by country, by year. The Industry Data is based on 3,381 Companies and Entities which Supply or Distribute Commodity Contracts Brokerage Lines.

This Commodity Contracts Brokerage Lines Report is a PDF Express Edition. 815 pages. Updated monthly.

## **Tables**

1. 2. 3. 4. 5. 6. 7. 8. 9. 10.	World Market Historic: US\$ Million World Market Forecast: US\$ Million  Canada & USA Market Historic: US\$ Million Canada & USA Market Forecast: US\$ Million Central America Market Historic: US\$ Million Central America Market Forecast: US\$ Million South America Market Historic: US\$ Million South America Market Forecast: US\$ Million Europe Market Historic: US\$ Million Europe Market Forecast: US\$ Million Europe Market Historic: US\$ Million Europe Market Historic: US\$ Million	13. 14. 15. 16. 17. 18. 19. 20.	Middle East Market Historic: US\$ Million Middle East Market Forecast: US\$ Million Africa Market Historic: US\$ Million Africa Market Forecast: US\$ Million Asia Market Historic: US\$ Million Asia Market Forecast: US\$ Million Oceania Market Historic: US\$ Million Oceania Market Forecast: US\$ Million
12.	Eurasia Market Forecast : US\$ Million		
21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33.	Algeria Market Historic: US\$ Million Algeria Market Forecast: US\$ Million Algeria Financials Historic Algeria Financials Forecast Algeria Industry Norms Argentina Market Historic: US\$ Million Argentina Market Forecast: US\$ Million Argentina Financials Historic Argentina Financials Forecast Argentina Industry Norms Australia Market Historic: US\$ Million Australia Market Forecast: US\$ Million Australia Financials Historic	46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57.	Bahrain Market Historic: US\$ Million Bahrain Market Forecast: US\$ Million Bahrain Financials Historic Bahrain Financials Forecast Bahrain Industry Norms Bangladesh Market Historic: US\$ Million Bangladesh Market Forecast: US\$ Million Bangladesh Financials Historic Bangladesh Financials Forecast Bangladesh Industry Norms Belarus Market Historic: US\$ Million Belarus Market Forecast: US\$ Million Belarus Financials Historic Belarus Financials Forecast
34. 35. 36. 37. 38. 39. 40. 41. 42. 43.	Australia Financials Forecast Australia Industry Norms Austria Market Historic: US\$ Million Austria Market Forecast: US\$ Million Austria Financials Historic Austria Financials Forecast Austria Industry Norms Azerbaijan Market Historic: US\$ Million Azerbaijan Market Forecast: US\$ Million Azerbaijan Financials Historic Azerbaijan Financials Forecast	59. 60. 61. 62. 63. 64. 65. 66. 67. 68.	Belarus Financials Forecast Belarus Industry Norms Belgium Market Historic: US\$ Million Belgium Market Forecast: US\$ Million Belgium Financials Historic Belgium Financials Forecast Belgium Industry Norms Bolivia Market Historic: US\$ Million Bolivia Market Forecast: US\$ Million Bolivia Financials Historic Bolivia Financials Forecast

70.

**Bolivia Industry Norms** 

71.	Bosnia & Herzegovina Market Historic : US\$ Million	131.	Cyprus Market Historic : US\$ Million
72.	Bosnia & Herzegovina Market Forecast : US\$ Million	132.	Cyprus Market Forecast : US\$ Million
73.	Bosnia and Herzegovina Financials Historic	133.	Cyprus Financials Historic
74.	Bosnia and Herzegovina Financials Forecast	134.	Cyprus Financials Forecast
75.	Bosnia and Herzegovina Industry Norms	135.	Cyprus Industry Norms
76.	Botswana Market Historic : US\$ Million	136.	Czech Republic Market Historic: US\$ Million
77.	Botswana Market Forecast : US\$ Million	137.	Czech Republic Market Forecast : US\$ Million
78.	Botswana Financials Historic	138.	Czech Republic Financials Historic
79.	Botswana Financials Forecast	139.	Czech Republic Financials Forecast
80.	Botswana Industry Norms	140.	Czech Republic Industry Norms
81.	Brazil Market Historic : US\$ Million	141.	Denmark Market Historic : US\$ Million
82.	Brazil Market Forecast : US\$ Million	142.	Denmark Market Forecast : US\$ Million
83.	Brazil Financials Historic	143.	Denmark Financials Historic
84.	Brazil Financials Forecast	144.	Denmark Financials Forecast
85.	Brazil Industry Norms	145.	Denmark Industry Norms
86.	Bulgaria Market Historic : US\$ Million	146.	Ecuador Market Historic : US\$ Million
87.	Bulgaria Market Forecast : US\$ Million	147.	Ecuador Market Firstone : 000 Million
88.	•	147.	Ecuador Financials Historic
89.	Bulgaria Financials Historic	140. 149.	Ecuador Financials Firstonic  Ecuador Financials Forecast
	Bulgaria Financials Forecast		
90.	Bulgaria Industry Norms	150.	Ecuador Industry Norms
91.	Cambodia Market Historic : US\$ Million	151.	Egypt Market Historic : US\$ Million
92.	Cambodia Market Forecast : US\$ Million	152.	Egypt Market Forecast : US\$ Million
93.	Cambodia Financials Historic	153.	Egypt Financials Historic
94.	Cambodia Financials Forecast	154.	Egypt Financials Forecast
95.	Cambodia Industry Norms	155.	Egypt Industry Norms
96.	Canada Market Historic : US\$ Million	156.	El Salvador Market Historic : US\$ Million
97.	Canada Market Forecast : US\$ Million	157.	El Salvador Market Forecast : US\$ Million
98.	Canada Financials Historic	158.	El Salvador Financials Historic
99.	Canada Financials Forecast	159.	El Salvador Financials Forecast
100.	Canada Industry Norms	160.	El Salvador Industry Norms
101.	Chile Market Historic: US\$ Million	161.	Estonia Market Historic : US\$ Million
102.	Chile Market Forecast : US\$ Million	162.	Estonia Market Forecast : US\$ Million
103.	Chile Financials Historic	163.	Estonia Financials Historic
104.	Chile Financials Forecast	164.	Estonia Financials Forecast
105.	Chile Industry Norms	165.	Estonia Industry Norms
106.	China Market Historic: US\$ Million	166.	Finland Market Historic: US\$ Million
107.	China Market Forecast : US\$ Million	167.	Finland Market Forecast : US\$ Million
108.	China Financials Historic	168.	Finland Financials Historic
109.	China Financials Forecast	169.	Finland Financials Forecast
110.	China Industry Norms	170.	Finland Industry Norms
111.	Colombia Market Historic : US\$ Million	171.	France Market Historic : US\$ Million
112.	Colombia Market Forecast : US\$ Million	172.	France Market Forecast : US\$ Million
113.	Colombia Financials Historic	172.	France Financials Historic
			Tarres I marrelate I meteric
114.	Colombia Financials Forecast	174.	France Financials Forecast
115.	Colombia Industry Norms	175.	France Industry Norms
116.	Costa Rica Market Historic : US\$ Million	176.	French Guiana Market Historic: US\$ Million
117.	Costa Rica Market Forecast : US\$ Million	177.	French Guiana Market Forecast : US\$ Million
118.	Costa Rica Financials Historic	178.	French Guiana Financials Historic
119.	Costa Rica Financials Forecast	179.	French Guiana Financials Forecast
120.	Costa Rica Industry Norms	180.	French Guiana Industry Norms
121.	Croatia Market Historic : US\$ Million	181.	Georgia Market Historic : US\$ Million
122.	Croatia Market Forecast : US\$ Million	182.	Georgia Market Forecast : US\$ Million
123.	Croatia Financials Historic	183.	Georgia Financials Historic
124.	Croatia Financials Forecast	184.	Georgia Financials Forecast
125.	Croatia Industry Norms	185.	Georgia Industry Norms
126.	Cuba Market Historic : US\$ Million	186.	Germany Market Historic : US\$ Million
127.	Cuba Market Forecast : US\$ Million	187.	Germany Market Forecast : US\$ Million
128.	Cuba Financials Historic	188.	Germany Financials Historic
129.	Cuba Financials Forecast	189.	Germany Financials Forecast
130.	Cuba Industry Norms	190.	Germany Industry Norms
	•	-	

101		0=4	1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1
191.	Ghana Market Historic : US\$ Million	251.	Italy Market Historic : US\$ Million
192.	Ghana Market Forecast : US\$ Million	252.	Italy Market Forecast : US\$ Million
193.	Ghana Financials Historic	253.	Italy Financials Historic
194.	Ghana Financials Forecast	254.	Italy Financials Forecast
195.	Ghana Industry Norms	255.	Italy Industry Norms
196.	Greece Market Historic : US\$ Million	256.	Jamaica Market Historic : US\$ Million
197.	Greece Market Forecast : US\$ Million	257.	Jamaica Market Forecast : US\$ Million
198.	Greece Financials Historic	258.	Jamaica Financials Historic
199.	Greece Financials Forecast	259.	Jamaica Financials Forecast
200.	Greece Industry Norms	260.	
			Jamaica Industry Norms
201.	Guyana Market Historic : US\$ Million	261.	Japan Market Historic : US\$ Million
202.	Guyana Market Forecast : US\$ Million	262.	Japan Market Forecast : US\$ Million
203.	Guyana Financials Historic	263.	Japan Financials Historic
204.	Guyana Financials Forecast	264.	Japan Financials Forecast
205.	Guyana Industry Norms	265.	Japan Industry Norms
206.	Honduras Market Historic : US\$ Million	266.	Kazakhstan Market Historic : US\$ Million
207.	Honduras Market Forecast : US\$ Million	267.	Kazakhstan Market Forecast : US\$ Million
208.	Honduras Financials Historic	268.	Kazakhstan Financials Historic
209.	Honduras Financials Forecast	269.	Kazakhstan Financials Forecast
210.	Honduras Industry Norms	270.	Kazakhstan Industry Norms
211.	Hong Kong Market Historic : US\$ Million	271.	Kenya Market Historic : US\$ Million
212.		272.	•
	Hong Kong Market Forecast : US\$ Million		Kenya Market Forecast : US\$ Million
213.	Hong Kong Financials Historic	273.	Kenya Financials Historic
214.	Hong Kong Financials Forecast	274.	Kenya Financials Forecast
215.	Hong Kong Industry Norms	275.	Kenya Industry Norms
216.	Hungary Market Historic: US\$ Million	276.	Kuwait Market Historic : US\$ Million
217.	Hungary Market Forecast : US\$ Million	277.	Kuwait Market Forecast : US\$ Million
218.	Hungary Financials Historic	278.	Kuwait Financials Historic
219.	Hungary Financials Forecast	279.	Kuwait Financials Forecast
220.	Hungary Industry Norms	280.	Kuwait Industry Norms
221.	Iceland Market Historic : US\$ Million	281.	Kyrgyzstan Market Historic : US\$ Million
222.	Iceland Market Forecast : US\$ Million	282.	Kyrgyzstan Market Forecast : US\$ Million
223.	Iceland Financials Historic	283.	Kyrgyzstan Financials Historic
223. 224.	Iceland Financials Firstone	284.	
			Kyrgyzstan Financials Forecast
225.	Iceland Industry Norms	285.	Kyrgyzstan Industry Norms
226.	India Market Historic : US\$ Million	286.	Laos Market Historic : US\$ Million
227.	India Market Forecast : US\$ Million	287.	Laos Market Forecast : US\$ Million
228.	India Financials Historic	288.	Laos Financials Historic
229.	India Financials Forecast	289.	Laos Financials Forecast
230.	India Industry Norms	290.	Laos Industry Norms
231.	Indonesia Market Historic : US\$ Million	291.	Latvia Market Historic : US\$ Million
232.	Indonesia Market Forecast : US\$ Million	292.	Latvia Market Forecast : US\$ Million
233.	Indonesia Financials Historic	293.	Latvia Financials Historic
234.	Indonesia Financials Forecast	294.	Latvia Financials Forecast
235.	Indonesia Industry Norms	295.	Latvia Industry Norms
236.	Iran Market Historic : US\$ Million	296.	Lebanon Market Historic : US\$ Million
	·	290. 297.	·
237.	Iran Market Forecast : US\$ Million		Lebanon Market Forecast : US\$ Million
238.	Iran Financials Historic	298.	Lebanon Financials Historic
239.	Iran Financials Forecast	299.	Lebanon Financials Forecast
240.	Iran Industry Norms	300.	Lebanon Industry Norms
241.	Ireland Market Historic : US\$ Million	301.	Lithuania Market Historic : US\$ Million
242.	Ireland Market Forecast : US\$ Million	302.	Lithuania Market Forecast : US\$ Million
243.	Ireland Financials Historic	303.	Lithuania Financials Historic
244.	Ireland Financials Forecast	304.	Lithuania Financials Forecast
245.	Ireland Industry Norms	305.	Lithuania Industry Norms
246.	Israel Market Historic : US\$ Million	306.	Luxembourg Market Historic : US\$ Million
247.	Israel Market Forecast : US\$ Million	307.	Luxembourg Market Forecast : US\$ Million
248.	Israel Financials Historic	308.	Luxembourg Financials Historic
240. 249.	Israel Financials Fiscoric	308. 309.	
			Luxembourg Financials Forecast
250.	Israel Industry Norms	310.	Luxembourg Industry Norms

Malawi Market Historic : US\$ Million	371.	Peru Market Historic : US\$ Million
Malawi Market Forecast : US\$ Million	372.	Peru Market Forecast : US\$ Million
Malawi Financials Historic	373.	Peru Financials Historic
Malawi Financials Forecast	374.	Peru Financials Forecast
Malawi Industry Norms	375.	Peru Industry Norms
Malaysia Market Historic : US\$ Million	376.	Philippines Market Historic : US\$ Million
	377.	Philippines Market Forecast : US\$ Million
	378.	Philippines Financials Historic
		Philippines Financials Forecast
		Philippines Industry Norms
	381.	Poland Market Historic : US\$ Million
		Poland Market Forecast: US\$ Million
		Poland Financials Historic
		Poland Financials Forecast
		Poland Industry Norms
		Portugal Market Historic : US\$ Million
· ·		Portugal Market Forecast : US\$ Million
· · · · · · · · · · · · · · · · · · ·		Portugal Financials Historic
		Portugal Financials Forecast
		Portugal Industry Norms
		Romania Market Historic : US\$ Million
		Romania Market Forecast : US\$ Million
•		Romania Financials Historic
		Romania Financials Forecast
		Romania Industry Norms
		Russia Market Historic : US\$ Million
· ·		Russia Market Forecast : US\$ Million
		Russia Financials Historic
		Russia Financials Forecast
		Russia Industry Norms
		Saudi Arabia Market Historic : US\$ Million
	_	Saudi Arabia Market Forecast : US\$ Million
	_	Saudi Arabia Financials Historic
		Saudi Arabia Financials Forecast
		Saudi Arabia Industry Norms
		Serbia & Montenegro Market Historic : US\$ Million
		Serbia & Montenegro Market Forecast : US\$ Million
		Serbia and Montenegro Financials Historic
		Serbia and Montenegro Financials Forecast
<del>-</del>		Serbia and Montenegro Industry Norms
Norway Market Historic : US\$ Million	411.	
Norway Market Forecast : US\$ Million	711.	Sindanore Market Historic : LISA Million
	412	Singapore Market Historic : US\$ Million
	412. 413	Singapore Market Forecast : US\$ Million
Norway Financials Historic	413.	Singapore Market Forecast : US\$ Million Singapore Financials Historic
Norway Financials Historic Norway Financials Forecast	413. 414.	Singapore Market Forecast : US\$ Million Singapore Financials Historic Singapore Financials Forecast
Norway Financials Historic Norway Financials Forecast Norway Industry Norms	413. 414. 415.	Singapore Market Forecast : US\$ Million Singapore Financials Historic Singapore Financials Forecast Singapore Industry Norms
Norway Financials Historic Norway Financials Forecast Norway Industry Norms Pakistan Market Historic: US\$ Million	413. 414. 415. 416.	Singapore Market Forecast : US\$ Million Singapore Financials Historic Singapore Financials Forecast Singapore Industry Norms Slovakia Market Historic : US\$ Million
Norway Financials Historic Norway Financials Forecast Norway Industry Norms Pakistan Market Historic : US\$ Million Pakistan Market Forecast : US\$ Million	413. 414. 415. 416. 417.	Singapore Market Forecast : US\$ Million Singapore Financials Historic Singapore Financials Forecast Singapore Industry Norms Slovakia Market Historic : US\$ Million Slovakia Market Forecast : US\$ Million
Norway Financials Historic Norway Financials Forecast Norway Industry Norms Pakistan Market Historic: US\$ Million Pakistan Market Forecast: US\$ Million Pakistan Financials Historic	413. 414. 415. 416. 417. 418.	Singapore Market Forecast : US\$ Million Singapore Financials Historic Singapore Financials Forecast Singapore Industry Norms Slovakia Market Historic : US\$ Million Slovakia Market Forecast : US\$ Million Slovakia Financials Historic
Norway Financials Historic Norway Financials Forecast Norway Industry Norms Pakistan Market Historic: US\$ Million Pakistan Market Forecast: US\$ Million Pakistan Financials Historic Pakistan Financials Forecast	413. 414. 415. 416. 417. 418. 419.	Singapore Market Forecast : US\$ Million Singapore Financials Historic Singapore Financials Forecast Singapore Industry Norms Slovakia Market Historic : US\$ Million Slovakia Market Forecast : US\$ Million Slovakia Financials Historic Slovakia Financials Forecast
Norway Financials Historic Norway Financials Forecast Norway Industry Norms Pakistan Market Historic: US\$ Million Pakistan Market Forecast: US\$ Million Pakistan Financials Historic Pakistan Financials Forecast Pakistan Industry Norms	413. 414. 415. 416. 417. 418. 419. 420.	Singapore Market Forecast: US\$ Million Singapore Financials Historic Singapore Financials Forecast Singapore Industry Norms Slovakia Market Historic: US\$ Million Slovakia Market Forecast: US\$ Million Slovakia Financials Historic Slovakia Financials Forecast Slovakia Industry Norms
Norway Financials Historic Norway Financials Forecast Norway Industry Norms Pakistan Market Historic: US\$ Million Pakistan Market Forecast: US\$ Million Pakistan Financials Historic Pakistan Financials Forecast Pakistan Industry Norms Panama Market Historic: US\$ Million	413. 414. 415. 416. 417. 418. 419. 420. 421.	Singapore Market Forecast: US\$ Million Singapore Financials Historic Singapore Financials Forecast Singapore Industry Norms Slovakia Market Historic: US\$ Million Slovakia Market Forecast: US\$ Million Slovakia Financials Historic Slovakia Financials Forecast Slovakia Industry Norms Slovenia Market Historic: US\$ Million
Norway Financials Historic Norway Financials Forecast Norway Industry Norms Pakistan Market Historic: US\$ Million Pakistan Market Forecast: US\$ Million Pakistan Financials Historic Pakistan Financials Forecast Pakistan Industry Norms Panama Market Historic: US\$ Million Panama Market Forecast: US\$ Million	413. 414. 415. 416. 417. 418. 419. 420. 421. 422.	Singapore Market Forecast: US\$ Million Singapore Financials Historic Singapore Financials Forecast Singapore Industry Norms Slovakia Market Historic: US\$ Million Slovakia Market Forecast: US\$ Million Slovakia Financials Historic Slovakia Financials Forecast Slovakia Industry Norms Slovenia Market Historic: US\$ Million Slovenia Market Forecast: US\$ Million
Norway Financials Historic Norway Financials Forecast Norway Industry Norms Pakistan Market Historic: US\$ Million Pakistan Market Forecast: US\$ Million Pakistan Financials Historic Pakistan Financials Forecast Pakistan Industry Norms Panama Market Historic: US\$ Million Panama Market Forecast: US\$ Million Panama Financials Historic	413. 414. 415. 416. 417. 418. 419. 420. 421. 422. 423.	Singapore Market Forecast: US\$ Million Singapore Financials Historic Singapore Financials Forecast Singapore Industry Norms Slovakia Market Historic: US\$ Million Slovakia Market Forecast: US\$ Million Slovakia Financials Historic Slovakia Financials Forecast Slovakia Industry Norms Slovenia Market Historic: US\$ Million Slovenia Market Forecast: US\$ Million Slovenia Financials Historic
Norway Financials Historic Norway Financials Forecast Norway Industry Norms Pakistan Market Historic: US\$ Million Pakistan Market Forecast: US\$ Million Pakistan Financials Historic Pakistan Financials Forecast Pakistan Industry Norms Panama Market Historic: US\$ Million Panama Market Forecast: US\$ Million Panama Financials Historic Panama Financials Forecast	413. 414. 415. 416. 417. 418. 419. 420. 421. 422. 423. 424.	Singapore Market Forecast: US\$ Million Singapore Financials Historic Singapore Financials Forecast Singapore Industry Norms Slovakia Market Historic: US\$ Million Slovakia Market Forecast: US\$ Million Slovakia Financials Historic Slovakia Financials Forecast Slovakia Industry Norms Slovenia Market Historic: US\$ Million Slovenia Market Forecast: US\$ Million Slovenia Financials Historic Slovenia Financials Forecast
Norway Financials Historic Norway Financials Forecast Norway Industry Norms Pakistan Market Historic: US\$ Million Pakistan Market Forecast: US\$ Million Pakistan Financials Historic Pakistan Financials Forecast Pakistan Industry Norms Panama Market Historic: US\$ Million Panama Market Forecast: US\$ Million Panama Financials Historic Panama Financials Forecast Panama Industry Norms	413. 414. 415. 416. 417. 418. 419. 420. 421. 422. 423. 424.	Singapore Market Forecast: US\$ Million Singapore Financials Historic Singapore Financials Forecast Singapore Industry Norms Slovakia Market Historic: US\$ Million Slovakia Market Forecast: US\$ Million Slovakia Financials Historic Slovakia Financials Forecast Slovakia Industry Norms Slovenia Market Historic: US\$ Million Slovenia Market Forecast: US\$ Million Slovenia Financials Historic Slovenia Financials Forecast Slovenia Financials Forecast Slovenia Industry Norms
Norway Financials Historic Norway Financials Forecast Norway Industry Norms Pakistan Market Historic: US\$ Million Pakistan Market Forecast: US\$ Million Pakistan Financials Historic Pakistan Financials Forecast Pakistan Industry Norms Panama Market Historic: US\$ Million Panama Market Forecast: US\$ Million Panama Financials Historic Panama Financials Forecast Panama Industry Norms Paraguay Market Historic: US\$ Million	413. 414. 415. 416. 417. 418. 419. 420. 421. 422. 423. 424. 425. 426.	Singapore Market Forecast: US\$ Million Singapore Financials Historic Singapore Financials Forecast Singapore Industry Norms Slovakia Market Historic: US\$ Million Slovakia Market Forecast: US\$ Million Slovakia Financials Historic Slovakia Financials Forecast Slovakia Industry Norms Slovenia Market Historic: US\$ Million Slovenia Market Forecast: US\$ Million Slovenia Financials Historic Slovenia Financials Forecast Slovenia Financials Forecast Slovenia Industry Norms South Africa Market Historic: US\$ Million
Norway Financials Historic Norway Financials Forecast Norway Industry Norms Pakistan Market Historic: US\$ Million Pakistan Market Forecast: US\$ Million Pakistan Financials Historic Pakistan Financials Forecast Pakistan Industry Norms Panama Market Historic: US\$ Million Panama Market Forecast: US\$ Million Panama Financials Historic Panama Financials Forecast Panama Industry Norms Paraguay Market Historic: US\$ Million Paraguay Market Forecast: US\$ Million Paraguay Market Forecast: US\$ Million	413. 414. 415. 416. 417. 418. 419. 420. 421. 422. 423. 424. 425. 426. 427.	Singapore Market Forecast: US\$ Million Singapore Financials Historic Singapore Financials Forecast Singapore Industry Norms Slovakia Market Historic: US\$ Million Slovakia Market Forecast: US\$ Million Slovakia Financials Historic Slovakia Financials Forecast Slovakia Industry Norms Slovenia Market Historic: US\$ Million Slovenia Market Forecast: US\$ Million Slovenia Financials Historic Slovenia Financials Forecast Slovenia Financials Forecast Slovenia Industry Norms South Africa Market Historic: US\$ Million South Africa Market Forecast: US\$ Million
Norway Financials Historic Norway Financials Forecast Norway Industry Norms Pakistan Market Historic: US\$ Million Pakistan Market Forecast: US\$ Million Pakistan Financials Historic Pakistan Financials Forecast Pakistan Industry Norms Panama Market Historic: US\$ Million Panama Market Forecast: US\$ Million Panama Financials Historic Panama Financials Forecast Panama Industry Norms Paraguay Market Historic: US\$ Million Paraguay Market Forecast: US\$ Million Paraguay Market Forecast: US\$ Million Paraguay Financials Historic	413. 414. 415. 416. 417. 418. 419. 420. 421. 422. 423. 424. 425. 426. 427. 428.	Singapore Market Forecast: US\$ Million Singapore Financials Historic Singapore Financials Forecast Singapore Industry Norms Slovakia Market Historic: US\$ Million Slovakia Market Forecast: US\$ Million Slovakia Financials Historic Slovakia Financials Forecast Slovakia Industry Norms Slovenia Market Historic: US\$ Million Slovenia Market Forecast: US\$ Million Slovenia Financials Historic Slovenia Financials Historic Slovenia Financials Forecast Slovenia Industry Norms South Africa Market Historic: US\$ Million South Africa Market Forecast: US\$ Million South Africa Financials Historic
Norway Financials Historic Norway Financials Forecast Norway Industry Norms Pakistan Market Historic: US\$ Million Pakistan Market Forecast: US\$ Million Pakistan Financials Historic Pakistan Financials Forecast Pakistan Industry Norms Panama Market Historic: US\$ Million Panama Market Forecast: US\$ Million Panama Financials Historic Panama Financials Forecast Panama Industry Norms Paraguay Market Historic: US\$ Million Paraguay Market Forecast: US\$ Million Paraguay Market Forecast: US\$ Million	413. 414. 415. 416. 417. 418. 419. 420. 421. 422. 423. 424. 425. 426. 427.	Singapore Market Forecast: US\$ Million Singapore Financials Historic Singapore Financials Forecast Singapore Industry Norms Slovakia Market Historic: US\$ Million Slovakia Market Forecast: US\$ Million Slovakia Financials Historic Slovakia Financials Forecast Slovakia Industry Norms Slovenia Market Historic: US\$ Million Slovenia Market Forecast: US\$ Million Slovenia Financials Historic Slovenia Financials Forecast Slovenia Financials Forecast Slovenia Industry Norms South Africa Market Historic: US\$ Million South Africa Market Forecast: US\$ Million
	Malawi Industry Norms Malaysia Market Historic: US\$ Million Malaysia Market Forecast: US\$ Million Malaysia Financials Historic Malaysia Financials Forecast Malaysia Industry Norms Mexico Market Historic: US\$ Million Mexico Market Forecast: US\$ Million Mexico Financials Historic Mexico Financials Forecast Mexico Industry Norms Morocco Market Historic: US\$ Million Morocco Market Forecast: US\$ Million Morocco Market Forecast: US\$ Million Morocco Financials Historic Morocco Financials Forecast Morocco Industry Norms Netherlands Market Historic: US\$ Million Netherlands Market Forecast: US\$ Million Netherlands Financials Forecast Netherlands Financials Forecast Netherlands Industry Norms New Zealand Market Historic: US\$ Million New Zealand Market Forecast: US\$ Million New Zealand Financials Historic New Zealand Financials Historic New Zealand Financials Forecast New Zealand Industry Norms Nicaragua Market Historic: US\$ Million Nicaragua Market Historic: US\$ Million Nicaragua Financials Historic Nicaragua Financials Historic Nicaragua Financials Forecast Nicaragua Industry Norms Nigeria Market Forecast: US\$ Million Nigeria Financials Historic Nigeria Financials Historic Nigeria Financials Historic Nigeria Financials Historic Nigeria Financials Forecast Nigeria Industry Norms	Malawi Industry Norms Malaysia Market Historic: US\$ Million Malaysia Market Forecast: US\$ Million Malaysia Financials Historic Malaysia Financials Forecast Malaysia Industry Norms Malaysia Industry Norms Malaysia Industry Norms Mexico Market Historic: US\$ Million Mexico Market Forecast: US\$ Million Mexico Financials Historic Mexico Financials Forecast Mexico Financials Forecast Mexico Industry Norms Morocco Market Historic: US\$ Million Morocco Market Forecast: US\$ Million Morocco Market Forecast: US\$ Million Morocco Financials Historic Morocco Financials Historic Morocco Financials Forecast Morocco Financials Forecast Morocco Financials Historic Morocco Financials Forecast Morocco Industry Norms Morocco Industry Norms Morocco Industry Norms Morocco Financials Forecast: US\$ Million Morocco Financials Forecast: US\$ Million Morocco Financials Historic: US\$ Million Metherlands Market Forecast: US\$ Million Metherlands Financials Historic Morocco Financials Forecast Morocco Industry Norms Morocco Financials Historic Morocco Financials Forecast Morocco Industry Norms Mor

Table	S		
431.	South Korea Market Historic : US\$ Million	486.	Uganda Market Historic : US\$ Million
432.	South Korea Market Forecast : US\$ Million	487.	Uganda Market Forecast : US\$ Million
433.	South Korea Financials Historic	488.	Uganda Financials Historic
434.	South Korea Financials Forecast	489.	Uganda Financials Forecast
435.	South Korea Industry Norms	490.	Uganda Industry Norms
436.	Spain Market Historic : US\$ Million	491.	Ukraine Market Historic : US\$ Million
437.	Spain Market Forecast : US\$ Million	492.	Ukraine Market Firstone : 000 Million
438.	Spain Financials Historic	493.	Ukraine Financials Historic
439.	Spain Financials Forecast	494.	Ukraine Financials Firecast
439. 440.	Spain Industry Norms	495.	Ukraine Industry Norms
441.	Sri Lanka Market Historic : US\$ Million	495. 496.	United Arab Emirates Market Historic : US\$ Million
442.	Sri Lanka Market Forecast : US\$ Million	497.	United Arab Emirates Market Fristone: 00\$ Million
443.	Sri Lanka Financials Historic	498.	United Arab Emirates Market Forecast : 000 Million
444.	Sri Lanka Financials Forecast	499.	United Arab Emirates Financials Firstone  United Arab Emirates Financials Forecast
445.		500.	United Arab Emirates Industry Norms
445. 446.	Sri Lanka Industry Norms Suriname Market Historic : US\$ Million	500. 501.	United Kingdom Market Historic : US\$ Million
447.	Suriname Market Forecast: US\$ Million	501. 502.	United Kingdom Market Forecast : US\$ Million
448.	Suriname Financials Historic	502. 503.	United Kingdom Financials Historic
440. 449.	Suriname Financials Firstonic Suriname Financials Forecast	503. 504.	United Kingdom Financials Firstone  United Kingdom Financials Forecast
449. 450.		504. 505.	United Kingdom Industry Norms
450. 451.	Suriname Industry Norms Sweden Market Historic: US\$ Million	506.	United States Market Historic : US\$ Million
451. 452.	Sweden Market Forecast : US\$ Million	507.	
452. 453.	Sweden Financials Historic	507. 508.	United States Market Forecast : US\$ Million United States Financials Historic
453. 454.		508. 509.	
	Sweden Financials Forecast		United States Financials Forecast
455.	Sweden Industry Norms	510.	United States Industry Norms
456.	Switzerland Market Historic : US\$ Million Switzerland Market Forecast : US\$ Million	511.	Uruguay Market Fistoric: US\$ Million
457.		512.	Uruguay Market Forecast : US\$ Million
458. 450	Switzerland Financials Historic	513.	Uruguay Financials Historic
459. 460	Switzerland Financials Forecast	514.	Uruguay Financials Forecast
460.	Switzerland Industry Norms	515.	Uruguay Industry Norms
461. 462.	Taiwan Market Foregoet : US\$ Million	516. 517.	Uzbekistan Market Historic : US\$ Million
-	Taiwan Market Forecast : US\$ Million	_	Uzbekistan Market Forecast : US\$ Million
463. 464.	Taiwan Financials Historic Taiwan Financials Forecast	518. 519.	Uzbekistan Financials Historic
464. 465.		519. 520.	Uzbekistan Financials Forecast
	Taiwan Industry Norms		Uzbekistan Industry Norms
466. 467.	Tanzania Market Historic : US\$ Million	521. 522.	Venezuela Market Foregoet : US\$ Million
	Tanzania Market Forecast : US\$ Million	522. 523.	Venezuela Market Forecast : US\$ Million Venezuela Financials Historic
468. 469.	Tanzania Financials Historic	523. 524.	
409. 470.	Tanzania Financials Forecast	524. 525.	Venezuela Industri Norma
470. 471.	Tanzania Industry Norms Thailand Market Historia: US\$ Million	525. 526.	Venezuela Industry Norms Vietnam Market Historic : US\$ Million
471. 472.	Thailand Market Historic : US\$ Million Thailand Market Forecast : US\$ Million	520. 527.	The state of the s
472. 473.	Thailand Market Polecast . 035 Million Thailand Financials Historic	527. 528.	Vietnam Market Forecast : US\$ Million
473. 474.	Thailand Financials Firecast	526. 529.	Vietnam Financials Historic Vietnam Financials Forecast
475.	Thailand Industry Norms	530.	Vietnam Industry Norms
476. 477.	Tunisia Market Historic : US\$ Million Tunisia Market Forecast : US\$ Million	531. 532.	Zambia Market Historic : US\$ Million Zambia Market Forecast : US\$ Million
			Zambia Financials Historic
478. 479.	Tunisia Financials Historic Tunisia Financials Forecast	533. 534.	Zambia Financials Historic Zambia Financials Forecast
480. 481	Tunisia Industry Norms	535.	Zambia Industry Norms
481. 482.	Turkey Market Forecast : US\$ Million		
	Turkey Market Forecast : US\$ Million		
483. 484.	Turkey Financials Historic Turkey Financials Forecast		
485.	Turkey Industry Norms		
400.	rainey maasiy Nomis		

### **Countries Covered**

Cuba

Algeria Greece Peru Argentina Guyana **Philippines** Australia Honduras Poland Austria Hong Kong Portugal Hungary Romania Azerbaijan Bahrain Iceland Russia Bangladesh India Saudi Arabia

Belarus Indonesia Serbia & Montenegro Belgium Iran Singapore

Bolivia Slovakia Ireland Slovenia Bosnia & Herzegovina Israel Italy Botswana South Africa South Korea Brazil Jamaica Bulgaria Japan Spain Cambodia Kazakhstan Sri Lanka Canada Kenya Suriname Chile Kuwait Sweden Colombia Kyrgyzstan Switzerland Costa Rica Taiwan Laos Croatia Latvia Tanzania

Cyprus Lithuania The Netherlands

Thailand

Czech RepublicLuxembourgTunisiaDenmarkMalawiTurkeyEcuadorMalaysiaUgandaEgyptMexicoUkraine

Lebanon

El Salvador **United Arab Emirates** Morocco Estonia New Zealand United Kingdom Finland Nicaragua **United States** France Nigeria Uruguay French Guiana Norway Uzbekistan Georgia Pakistan Venezuela Germany Vietnam Panama Zambia Ghana Paraguay

#### **Data Caveat**

The report databases are designed to give a common definition, unit of measure and quantification of markets in over 200 countries. The reports rely on data collection at various levels of the product flow; this effectively means, the producer, the distribution channels and the end user or consumers. This data is then correlated with any national and international statistical data produced by official agencies. Unfortunately, product flow data gathering in some countries is difficult, and furthermore the official statistical data is both inaccurate and sparse. In such circumstances, in some countries, we have to flag a Data Caveat as a warning. What this means is that in some countries the data is not sufficiently verifiable for statistical purposes and in those cases the data may not be presented.

### **Market Notes & Definitions**

ALL MARKET DATA FIGURES ARE IN REAL TERMS: US\$

REAL TERMS are figures excluding the effects of inflation, thus the Forecasts and figures given can be readily converted into units or volume. This is done by applying the average prices for the base year and dividing the figures by this price for all years. Thus it is possible to easily ascertain both historic and forecasted product volume.

A "most recent published accounts" base is used because most company accounts are historic and thus clients will be able to compare the figures given in this report with their own company figures without the need for conversion or the need for inflators or multiplying factors.

#### AVERAGE SALES PRICES ARE NOT APPROPRIATE OR APPLICABLE TO THIS DATABASE

The effect of using Real Terms figures is that the forecasted figures will be depressed, as they do not include inflation, and figures from former years (i.e. before the Base Year) will be increased.

The Current or Base Year is at the convergent point as is the Current cost. This Current Cost usually increases because of the effects of inflation. The Real Terms figures do not include the effects of inflation and thus only increases or decreases if the actual product volume or units increase or decrease. In this way it is possible to evaluate the market and other figures more realistically.

The figures and the Trend figures represent an overall median probability trend line that is plotted to give the most probable course amongst the annual forecast scatter. Thus, the figures do not reflect year-on-year depressions and peaks in absolute terms, but instead represents a year-on-year modified trend line. The various SCENARIOS provided in the database reflect the differential forecasts specific to the factors being forecast.

The U.S. government uses the term Constant dollars (or "real" dollars) and this is defined thus: Output values converted to a base price level, calculated by dividing current (or actual) dollars by a deflator. Use of constant dollars eliminates the effects of price changes between the year of measurement and the base year and allows calculation of real changes in output.

### HISTORIC & FORECAST MARKET DATA TRANSITION PERIODS

The HISTORIC DATA covers the last 7 years, and the MEDIAN FORECAST DATA series covers the years the next 7 years. There is always a transition period; which is in fact during the last two quarters, i.e. whilst the historic data is being collated. In addition the data given for the next two quarters is considered an estimate rather than a forecast. Thus the 12 month period around the database output date is an estimate.

#### THE MARKET ENVIRONMENT

There are four basic issues to investigate when considering the market environment:

- Market Growth
- 2. Market Structure

- 3. Market/s Serviced
- 4. Customer & End User Factors
- 1. MARKET GROWTH (both short-term and medium term) is fully analysed in other sections and further analysed in these sections. The importance of this factor is of course self-evident and thus not requiring further explanation.
- 2. THE MARKET STRUCTURE is very critical for profitability. The nature of the market, the location of the Marketplace, the customer base and the supplier structure is fully provided in several other sections of this study and therefore no further discussion is necessary.
- 3. MARKET SERVICED is the term used to denote the function between the product/s and services offered by companies and the particular market sector the marketing effort reaches. In addition, there is the MARKET AVAILABILITY to consider as this represents the 'real market' available to any particular company or supplier.

### THE TOTAL AVAILABLE MARKET



Thus the Market Area Serviced is the sector of the market for which companies are offering a suitable product or service and Available Markets the sector of the market reached by a company's marketing effort. The areas marked as the overlap in the Market Area Serviced, i.e. the market sector for which companies are offering suitable product/s or services and which may theoretically be reached by a company's marketing activities, but of which part is controlled by either other Purchasers or Suppliers. The Market Availability is the total market perceived by the total Purchaser universe; however the Available Markets the market which is actually available to individual Suppliers.

The Market Area Serviced is the true market in terms of product/s and services, however parts of this market may be difficult or impossible to attain due to the control exerted by either the controlling Purchasers or Suppliers.

#### **HISTORIC DATA & TIME SERIES**

#### Last 7 Years to Current Year

This standard HISTORIC format is the most popular time series demanded by readers. Many readers feel that it is more important to know what is likely to happen in the recent past rather that what has transpired in the long-term past. The HISTORIC DATA in the database covers the years from 1997 to the Current Year.

### FORECAST DATA & TIME SERIES: MEDIAN MARKET FORECAST

#### From the Current Year to the next 7 Years

The MEDIAN FORECAST DATA covers the next 7 years. This standard FORECAST format is the most popular format demanded by readers.

We can of course provide readers with other data on long-range forecast data and this is done as part of the After-Sales Service.

#### 1. ALL FIGURES IN THIS SECTION ARE IN REAL TERMS: Current Year BASE

REAL TERMS are prices excluding the effects of inflation, thus the Market Consumption figure given can be readily converted into units or volume. This is done by applying the average sales prices for the Current Year and dividing the Market Consumption figures by this price for all years. Thus it is possible to easily ascertain previous and forecasted product volume.

A base year is used because most company accounts are historic and thus readers will be able to compare the figures given in this volume with their own figures without the need for conversion or the need for inflators or multiplying factors.

The effect of using Real Terms figures is that the forecasted figures will be depressed, as they do not include inflation, and figures from former years will be increased.

- 2. The Market Consumption figures and the Trend figures represent an overall median probability trend line which is plotted to give the most probable course amongst the annual market forecast scatter. Thus the figures do not reflect year-on-year depressions and peaks in absolute terms, but instead represents a year-on-year modified trend line.
- 3. All analyses are based on correlations of the results of the Surveys of Suppliers, Distribution and Customers. Thus, for example, an analysis of Market Sectors will gain data firstly from the End User Surveys and secondly confirmations and correlations will be gained from the Surveys of Suppliers / Distributors. This in the opinion of the publishers is a very accurate method and is far superior than, for example, that which is used in the compilation of the majority of published governmental statistics.
- 4. All figures given in this volume refer only to the product/s covered and not to any other product or systems which may be connected or associated with the products covered.
- 5. The TREND figures given in the Industry section of this volume refers to the average year-on-year change in the period specified.
- 6. The YEAR-ON-YEAR TREND figures given in this volume refer to the average year-on-year change in the period specified

The AVERAGE GROWTH TRENDS figures refer to the long term trends over the period.

Thus the actual Trend is given by a year-on-year figure and the long-term Trends are given as a Real Terms Forecast.

#### **DATABASE LONG-RANGE DATA & TIME SERIES**

#### From 1972 until the Next 28 Years

The database contains a LONG-RANGE HISTORIC time series which covers the years from 1972. This is the standard long range HISTORIC format. We provide readers with this time series (on request) to enable long range regressional analysis for forecasting models which require an extended time period analysis.

The database contains a LONG-RANGE FORECAST time series which covers a period for the next 28 years. This is the standard long range forecast format and is usually used for planning production plant / capital projects, macroeconomic trends and demographics data.

We can of course provide readers with other data on long-range historic and forecast data and this is done as part of the After-Sales Service.

## **EXCHANGE RATES + PURCHASING POWER PARITY**

The report database and forecasting models do not use current market or bank exchange rates as these can be deceptive. The rates used are those of the base year in addition to a number of real value factors which reflect the actual or forecasted value of the product in each of the national markets over the period 1974 to 2028. A simple conversion of local currency into U.S. Dollars or any other national currency cannot be used to adequately represent products or services.

The report database and forecasting models are attempting to show the relative values of products or markets free from any extraneous effects of currency movements or government fiscal policy which arbitrarily alter currency exchange rates. Thus the currency calculations and data in the database are indicating relative unit values or the relative cost of the product or service in the national market.

We do not indicate the Currency Conversion Rate that you can use with any calculations and readers will have to apply their own discretion in this respect. Beware however, such calculations involving currency conversions can be artificial and spurious and do not reflect real values of either products or markets.

The diagram shows the problem of relating Product or Market Values or Costs in Real Terms (+), the National Currency Value in Real Terms (i.e. excluding the effects of Inflation) and the Value of another currency (the Converted Currency, given as \$) in relation to the National Currency.

### **PRODUCT PARITY**

The basis of the data provided is to allow users to produce business plans and forecasting models across national and statistically diverse boundaries. Thus it is necessary to adopt a standard product definition which can be then applied across national borders. The product definition chosen is the U.S. government's NAICS product codes (and the previous SIC product codes where relevant). The problem is to apply these product definitions across the national boundaries. The U.S. government stubbornly clings to the imperial system of measurement and this further complicates the matter.

The use of PRODUCT PARITY is intended to allow trans-national business planning and forecasting (however readers can request data based on national product definitions), and in general terms Product Parity means that equivalent products are compared even where the exact technical specification, or quantification, of the product is not the same. Thus a 12 fluid ounce liquid container as defined in the (Imperial measuring system) NAICS product codes is quantitatively equivalent to 35.5ml, however for the purposes of Product Parity it will be the equivalent of a 33ml liquid container in countries with a Metric measuring system. Similarly in non-Metric markets a 16 ounces or 1 pound Imperial measure, whilst actually equivalent to 454 grams, will equate to a 450 gram product in Metric measure markets.

For many products this 'Product Parity' will be based on the 'Purchasing Parity unit costs' -v- 'product performance', rather than 'unit cost' -v- 'technical specifications'. This is because national markets impose different technical specifications on products which essentially fulfil the same customer requirement, and thus these products have a Product Parity which can be used for uniform, cross border, business planning and forecasting.

### **Financial Notes & Definitions**

### HISTORIC & FORECAST FINANCIAL DATA TRANSITION PERIODS

The HISTORIC DATA covers the last 7 years, and the FORECAST DATA series covers the next 7 years. There is always a transition period; which is in fact during the last two quarters, i.e. whilst the historic data is being collated. In addition the data given for the next two quarters is considered an estimate rather than a forecast. Thus the 12 month period around the database output date is an estimate.

For the various Financial Scenarios it must be assumed that the Scenario factor or strategy being considered will not exert an impact on the forecast immediately and will not become evident for some time after its inception. Whilst the forecasting models used operates on a monthly time scale and does also take account of other temporal factors (for example seasonality of demand, industry accounting periods, stock taking scheduling, et al) it would be too pedantic to express the transition year in greater detail. Therefore in the forecast data a straight line plot is produced between the BASE year, through the transition period to the first full forecast year.

The data in this section derives data from 3,381 worldwide companies and organisations (Suppliers and Distribution Channel members).

ALL FINANCIAL DATA FIGURES ARE IN REAL TERMS

### FINANCIAL BALANCE SHEETS

3       EXPORTS       % Sales         4       PRE-TAX PROFIT       % Sales         5       INTEREST PAID       % Sales         6       NON-TRADING INCOME       % Sales         7       OPERATING PROFIT       % Sales         8       DEPRECIATION: STRUCTURES       % Sales         9       DEPRECIATION: PLANT AND EQUIPMENT       % Sales         10       DEPRECIATION: MISCELLANEOUS ITEMS       % Sales         11       TOTAL DEPRECIATION       % Sales         12       TRADING PROFIT       % Sales         13       INTANGIBLE ASSETS       % Sales         14       INTERMEDIATE ASSETS       % Sales         15       FIXED ASSETS: STRUCTURES       % Sales         16       FIXED ASSETS: PLANT AND EQUIPMENT       % Sales         17       FIXED ASSETS: MISCELLANEOUS ITEMS       % Sales	Row	TITLE	LEGEND
individual Market Scenario Forecasts. This ensures that one can use a standardized market measure to compare the Financial data and not have the additional complication of interpreting the financial data in relation to the market scenarios.  DOMESTIC SALES SEXPORTS Sales PRE-TAX PROFIT Sales NON-TRADING INCOME NON-TRADING INCOME Sales DEPRECIATION: STRUCTURES DEPRECIATION: STRUCTURES DEPRECIATION: PLANT AND EQUIPMENT Sales TOTAL DEPRECIATION TOTAL DEPRECIATION TOTAL DEPRECIATION Sales INTERMEDIATE ASSETS NASales INTERMEDIATE ASSETS SINTANGIBLE ASSETS: STRUCTURES Sales FIXED ASSETS: PLANT AND EQUIPMENT Sales FIXED ASSETS: MISCELLANEOUS ITEMS Sales		TOTAL SALES	
3       EXPORTS       % Sales         4       PRE-TAX PROFIT       % Sales         5       INTEREST PAID       % Sales         6       NON-TRADING INCOME       % Sales         7       OPERATING PROFIT       % Sales         8       DEPRECIATION: STRUCTURES       % Sales         9       DEPRECIATION: PLANT AND EQUIPMENT       % Sales         10       DEPRECIATION: MISCELLANEOUS ITEMS       % Sales         11       TOTAL DEPRECIATION       % Sales         12       TRADING PROFIT       % Sales         13       INTANGIBLE ASSETS       % Sales         14       INTERMEDIATE ASSETS       % Sales         15       FIXED ASSETS: STRUCTURES       % Sales         16       FIXED ASSETS: PLANT AND EQUIPMENT       % Sales         17       FIXED ASSETS: MISCELLANEOUS ITEMS       % Sales	1	individual Market Scenario Forecasts. This ensures that one can use a standardized market measure to compare the Financial data and not have the additional complication of interpreting the	
4       PRE-TAX PROFIT       % Sales         5       INTEREST PAID       % Sales         6       NON-TRADING INCOME       % Sales         7       OPERATING PROFIT       % Sales         8       DEPRECIATION: STRUCTURES       % Sales         9       DEPRECIATION: PLANT AND EQUIPMENT       % Sales         10       DEPRECIATION: MISCELLANEOUS ITEMS       % Sales         11       TOTAL DEPRECIATION       % Sales         12       TRADING PROFIT       % Sales         13       INTANGIBLE ASSETS       % Sales         14       INTERMEDIATE ASSETS       % Sales         15       FIXED ASSETS: STRUCTURES       % Sales         16       FIXED ASSETS: PLANT AND EQUIPMENT       % Sales         17       FIXED ASSETS: MISCELLANEOUS ITEMS       % Sales	2	DOMESTIC SALES	% Sales
5         INTEREST PAID         % Sales           6         NON-TRADING INCOME         % Sales           7         OPERATING PROFIT         % Sales           8         DEPRECIATION: STRUCTURES         % Sales           9         DEPRECIATION: PLANT AND EQUIPMENT         % Sales           10         DEPRECIATION: MISCELLANEOUS ITEMS         % Sales           11         TOTAL DEPRECIATION         % Sales           12         TRADING PROFIT         % Sales           13         INTANGIBLE ASSETS         % Sales           14         INTERMEDIATE ASSETS         % Sales           15         FIXED ASSETS: STRUCTURES         % Sales           16         FIXED ASSETS: PLANT AND EQUIPMENT         % Sales           17         FIXED ASSETS: MISCELLANEOUS ITEMS         % Sales	3	EXPORTS	% Sales
6       NON-TRADING INCOME       % Sales         7       OPERATING PROFIT       % Sales         8       DEPRECIATION: STRUCTURES       % Sales         9       DEPRECIATION: PLANT AND EQUIPMENT       % Sales         10       DEPRECIATION: MISCELLANEOUS ITEMS       % Sales         11       TOTAL DEPRECIATION       % Sales         12       TRADING PROFIT       % Sales         13       INTANGIBLE ASSETS       % Sales         14       INTERMEDIATE ASSETS       % Sales         15       FIXED ASSETS: STRUCTURES       % Sales         16       FIXED ASSETS: PLANT AND EQUIPMENT       % Sales         17       FIXED ASSETS: MISCELLANEOUS ITEMS       % Sales	4	PRE-TAX PROFIT	% Sales
7         OPERATING PROFIT         % Sales           8         DEPRECIATION: STRUCTURES         % Sales           9         DEPRECIATION: PLANT AND EQUIPMENT         % Sales           10         DEPRECIATION: MISCELLANEOUS ITEMS         % Sales           11         TOTAL DEPRECIATION         % Sales           12         TRADING PROFIT         % Sales           13         INTANGIBLE ASSETS         % Sales           14         INTERMEDIATE ASSETS         % Sales           15         FIXED ASSETS: STRUCTURES         % Sales           16         FIXED ASSETS: PLANT AND EQUIPMENT         % Sales           17         FIXED ASSETS: MISCELLANEOUS ITEMS         % Sales	5	INTEREST PAID	% Sales
8 DEPRECIATION: STRUCTURES % Sales 9 DEPRECIATION: PLANT AND EQUIPMENT % Sales 10 DEPRECIATION: MISCELLANEOUS ITEMS % Sales 11 TOTAL DEPRECIATION % Sales 12 TRADING PROFIT % Sales 13 INTANGIBLE ASSETS % Sales 14 INTERMEDIATE ASSETS % Sales 15 FIXED ASSETS: STRUCTURES % Sales 16 FIXED ASSETS: PLANT AND EQUIPMENT % Sales 17 FIXED ASSETS: MISCELLANEOUS ITEMS % Sales	6	NON-TRADING INCOME	% Sales
9 DEPRECIATION: PLANT AND EQUIPMENT 10 DEPRECIATION: MISCELLANEOUS ITEMS 11 TOTAL DEPRECIATION 12 TRADING PROFIT 13 INTANGIBLE ASSETS 14 INTERMEDIATE ASSETS 15 FIXED ASSETS: STRUCTURES 16 FIXED ASSETS: PLANT AND EQUIPMENT 17 FIXED ASSETS: MISCELLANEOUS ITEMS 18 % Sales 19 % Sales 19 % Sales 10 % Sales 11 % Sales 12 % Sales 13 % Sales 14 % Sales 15 % Sales 16 % Sales 17 % Sales	7	OPERATING PROFIT	% Sales
10DEPRECIATION: MISCELLANEOUS ITEMS% Sales11TOTAL DEPRECIATION% Sales12TRADING PROFIT% Sales13INTANGIBLE ASSETS% Sales14INTERMEDIATE ASSETS% Sales15FIXED ASSETS: STRUCTURES% Sales16FIXED ASSETS: PLANT AND EQUIPMENT% Sales17FIXED ASSETS: MISCELLANEOUS ITEMS% Sales	8	DEPRECIATION: STRUCTURES	% Sales
11 TOTAL DEPRECIATION % Sales 12 TRADING PROFIT % Sales 13 INTANGIBLE ASSETS % Sales 14 INTERMEDIATE ASSETS % Sales 15 FIXED ASSETS: STRUCTURES % Sales 16 FIXED ASSETS: PLANT AND EQUIPMENT % Sales 17 FIXED ASSETS: MISCELLANEOUS ITEMS % Sales	9	DEPRECIATION: PLANT AND EQUIPMENT	% Sales
12TRADING PROFIT% Sales13INTANGIBLE ASSETS% Sales14INTERMEDIATE ASSETS% Sales15FIXED ASSETS: STRUCTURES% Sales16FIXED ASSETS: PLANT AND EQUIPMENT% Sales17FIXED ASSETS: MISCELLANEOUS ITEMS% Sales	10	DEPRECIATION: MISCELLANEOUS ITEMS	% Sales
13 INTANGIBLE ASSETS % Sales 14 INTERMEDIATE ASSETS % Sales 15 FIXED ASSETS: STRUCTURES % Sales 16 FIXED ASSETS: PLANT AND EQUIPMENT % Sales 17 FIXED ASSETS: MISCELLANEOUS ITEMS % Sales	11	TOTAL DEPRECIATION	% Sales
14INTERMEDIATE ASSETS% Sales15FIXED ASSETS: STRUCTURES% Sales16FIXED ASSETS: PLANT AND EQUIPMENT% Sales17FIXED ASSETS: MISCELLANEOUS ITEMS% Sales	12	TRADING PROFIT	% Sales
15 FIXED ASSETS: STRUCTURES % Sales 16 FIXED ASSETS: PLANT AND EQUIPMENT % Sales 17 FIXED ASSETS: MISCELLANEOUS ITEMS % Sales	13	INTANGIBLE ASSETS	% Sales
16 FIXED ASSETS: PLANT AND EQUIPMENT % Sales 17 FIXED ASSETS: MISCELLANEOUS ITEMS % Sales	14	INTERMEDIATE ASSETS	% Sales
17 FIXED ASSETS: MISCELLANEOUS ITEMS % Sales	15	FIXED ASSETS: STRUCTURES	% Sales
	16	FIXED ASSETS: PLANT AND EQUIPMENT	% Sales
18 FIXED ASSETS % Sales	17	FIXED ASSETS: MISCELLANEOUS ITEMS	% Sales
	18	FIXED ASSETS	% Sales
19 CAPITAL EXPENDITURE ON STRUCTURES % Sales	19	CAPITAL EXPENDITURE ON STRUCTURES	% Sales
20 CAPITAL EXPENDITURE ON PLANT AND EQUIPMENT % Sales	20	CAPITAL EXPENDITURE ON PLANT AND EQUIPMENT	% Sales
21 CAPITAL EXPENDITURE ON VEHICLES % Sales	21	CAPITAL EXPENDITURE ON VEHICLES	% Sales
22 CAPITAL EXPENDITURE ON DATA PROCESSING EQUIPMENT % Sales	22	CAPITAL EXPENDITURE ON DATA PROCESSING EQUIPMENT	% Sales
23 CAPITAL EXPENDITURE ON MISCELLANEOUS ITEMS % Sales	23	CAPITAL EXPENDITURE ON MISCELLANEOUS ITEMS	% Sales

Row	TITLE	LEGEND
24	TOTAL CAPITAL EXPENDITURE	% Sales
25	RETIREMENTS: STRUCTURES	% Sales
26	RETIREMENTS: PLANT AND EQUIPMENT	% Sales
27	RETIREMENTS: MISCELLANEOUS ITEMS	% Sales
28	TOTAL RETIREMENTS	% Sales
29	TOTAL FIXED ASSETS	% Sales
30	FINISHED PRODUCT STOCKS	% Sales
31	WORK IN PROGRESS AS STOCKS	% Sales
32	MATERIALS AS STOCKS	% Sales
33	TOTAL STOCKS & INVENTORY	% Sales
34	DEBTORS	% Sales
35	MISCELLANEOUS CURRENT ASSETS	% Sales
36	TOTAL CURRENT ASSETS	% Sales
37	TOTAL ASSETS	% Sales
38	CREDITORS	% Sales
39	SHORT TERM LOANS	% Sales
40	MISCELLANEOUS CURRENT LIABILITIES	% Sales
41	TOTAL CURRENT LIABILITIES	% Sales
42	NET ASSETS / CAPITAL EMPLOYED	% Sales
43	SHAREHOLDERS FUNDS	% Sales
44	LONG TERM LOANS	% Sales
45	MISCELLANEOUS LONG TERM LIABILITIES	% Sales
46	WORKERS	persons
47	HOURS WORKED	Hours
48	WORK IN 1ST QUARTER	% of Annual
49	WORK IN 2ND QUARTER	% of Annual
50	WORK IN 3RD QUARTER	% of Annual
51	WORK IN 4TH QUARTER	% of Annual
52	TOTAL EMPLOYEES	persons
53	RAW MATERIALS COST	% Sales
54	FINISHED MATERIALS COST	% Sales
55	FUEL COST	% Sales
56	ELECTRICITY COST	% Sales
57	TOTAL INPUT SUPPLIES / MATERIALS AND ENERGY COSTS	% Sales
58	PAYROLL COSTS	% Sales
59	WAGES	% Sales
60	DIRECTORS' REMUNERATIONS	% Sales
61	EMPLOYEE BENEFITS	% Sales
62	COMMISSIONS & INCENTIVES PAID	% Sales
63	TOTAL REMUNERATIONS	% Sales
64	SUB CONTRACTORS	% Sales
65	RENTAL & LEASING: STRUCTURES	% Sales
66	RENTAL & LEASING: PLANT AND EQUIPMENT	% Sales

Row	TITLE	LEGEND
68	MAINTENANCE: STRUCTURES	% Sales
69	MAINTENANCE: PLANT AND EQUIPMENT	% Sales
70	TOTAL MAINTENANCE COSTS	% Sales
71	SERVICES PURCHASED	% Sales
72	COMMUNICATIONS COSTS	% Sales
73	MISCELLANEOUS EXPENSES	% Sales
74	SALES PERSONNEL VARIABLE & COMMISSION COSTS	% Sales
75	SALES EXPENSES AND COSTS	% Sales
76	SALES MATERIALS COSTS	% Sales
77	TOTAL SALES COSTS	% Sales
78	DISTRIBUTION FIXED COSTS	% Sales
79	DISTRIBUTION VARIABLE COSTS	% Sales
80	WAREHOUSING FIXED COSTS	% Sales
81	WAREHOUSING VARIABLE COSTS	% Sales
82	PHYSICAL HANDLING FIXED COSTS	% Sales
83	PHYSICAL HANDLING VARIABLE COSTS	% Sales
84	PHYSICAL PROCESS FIXED COSTS	% Sales
85	PHYSICAL PROCESS VARIABLE COSTS	% Sales
86	TOTAL DISTRIBUTION AND HANDLING COSTS	% Sales
87	MAILING & CORRESPONDENCE COSTS	% Sales
88	MEDIA ADVERTISING COSTS	% Sales
89	ADVERTISING MATERIALS & PRINT COSTS	% Sales
90	POS & DISPLAY COSTS	% Sales
91	EXHIBITION & EVENTS COSTS	% Sales
92	TOTAL ADVERTISING COSTS	% Sales
93	PRODUCT RETURNS & REJECTION COSTS	% Sales
94	PRODUCT INSTALLATION & RE-INSTALLATION COSTS	% Sales
95	PRODUCT BREAKDOWN & POST INSTALLATION COSTS	% Sales
96	PRODUCT SYSTEMS & CONFIGURATION COSTS	% Sales
97	PRODUCT SERVICE & MAINTENANCE COSTS	% Sales
98	CUSTOMER PROBLEMS & CUSTOMER COMPLAINT COSTS	% Sales
99	TOTAL AFTER-SALES COSTS	% Sales
100	TOTAL MARKETING COSTS	% Sales
101	NEW TECHNOLOGY EXPENDITURE	% Sales
102	NEW PRODUCTION TECHNOLOGY EXPENDITURE	% Sales
103	TOTAL RESEARCH AND DEVELOPMENT EXPENDITURE	% Sales
104	TOTAL OPERATIONAL & PROCESS COSTS	% Sales
105	DEBTORS WITHIN AGREED TERMS	% Sales
106	DEBTORS OUTSIDE AGREED TERMS	% Sales
107	UN-RECOVERABLE DEBTS	% Sales

# **FINANCIAL DATA DEFINITIONS**

Data given on:	Definition:
% OF CUSTOMERS = 50% SALES	The best estimate of the percentage of immediate customers accounting for 50% of the sales of the business.
% SHARE OF 4 LARGEST FIRMS	The combined market shares of the four leading firms in the industry, expressed as a percentage.
ACTUAL RETURN ON INVESTMENT	The actual, pre-tax net income expressed as a percentage of investment for the business, used to adjust the future estimates of ROI.
ASSET UTILIZATION	Sales as a ratio of total sales.
AVERAGE REMUNERATION	Total employee remuneration divided by the number of employees.
BORROWING RATIO	Total debt as a ratio of net worth.
CAPACITY UTILIZATION	The average % percentage of standard capacity utilized during the year. Standard capacity is the sales value of the maximum output the business can sustain with:  a) facilities normally in operation and b) current constraints (e.g. technology, work rules, labour practices, etc.)
CAPITAL EMPLOYED	The sum of long term liabilities. It represents the counterpart of the net assets employed by the firm.
CREDIT PERIOD	Debtors over sales times 365 days.
CREDITORS RATIO	Creditors over sales times 365 days.
CREDITORS	Trade creditors and bills payable within one year.
CURRENT RATIO	Current assets as a ratio of current liabilities.
DEBT GEARING RATIO	Long term loans as a ratio of net worth.
DEBTORS	Trade debtors and trade bills receivable due within one year.
DEPRECIATION	Includes amounts written off tangible fixed assets, including leased assets.
DIRECTORS REMUNERATION	Includes all payments made to directors including pension fund contributions, ex-gratia payments and payments to directors' family.
DISCOUNT CASH FLOW YIELD RATE	The internal rate of return after tax earned in this business when this strategy is executed. It is the time discount rate at which discounted cash flow plus residual is equal to initial investment.
DISCOUNTED CASH FLOW	The cash generated over ten years from net income, less the cash absorbed by increases in the net investment in the business. The annual cash flows are discounted to a present value, using the time discount rate.
DISCOUNTED NET INCOME (10 YEARS)	From pre-tax net income in each year is deducted a capital charge on the increase in investment since the base period to reflect the cost of these funds. The time discount rate is then applied to obtain the present value of the income stream for the 10 year period.
DOMESTIC SALES	Wherever applicable, domestic Sales represent the proportion of total turnover generated locally less exports produced by the same companies.
EMPLOYEES UNIONIZED	The percentage of total employees of the business who are unionized.
EQUITY GEARING	Shareholders' funds as a ratio of total liabilities.
EXPORTS / SALES	Exports divided by sales.
EXPORTS	This figure will be shown where it has been disclosed.
FIFO VALUATION	The accounting method used for inventory valuation FIFO, or other method (e.g. LIFO).
FIXED ASSETS / EMPLOYEES	Fixed assets divided by the number of employees.
FIXED ASSETS	Property, plant, fixtures and fittings, office equipment and motor vehicles wholly owned and shown at their written down book value.
FIXED CAPITAL INTENSITY	Gross book value of plant & equipment expressed as a percentage of sales. Gross book value includes original value of buildings, real estate manufacturing & transportation equipment.

FIXED CAPITAL INTENSITY	The gross book value of plant and equipment, expressed as a percentage of sales.
FORECAST REAL MARKET GROWTH RATE (% / YEAR)	An estimate of the future annual real growth rate of the served market.
FORECAST SELLING GROWTH RATE % p.a.	A forecast of the annual growth rate of the selling prices.
IMMEDIATE CUSTOMER FRAGMENTATION	The proportion of the total number of immediate customers accounting for 50% of total sales, expressed as a percentage. For example, if 5 of a business's 100 immediate customers represent 50% of sales, immediate customer fragmentation is 5%.
INCOME GEARING	Interest paid as a percentage of profit before tax and before interest paid.
INDUSTRY (SIC/NAICS) GROWTH, LONG RUN	The annual long term (10 year) growth rate of the SIC/NAICS industry in which the business is located, expressed as a percentage.
INDUSTRY CONCENTRATION RATIO	The amount of industry shipments accounted for by the four largest firms in the industry expressed as a percentage.
INTANGIBLE ASSETS	Non-tangible assets such as good will, trademarks, patents and copyrights owned.
INTEREST PAID	Gross interest paid. It should be noted that many private companies either do not disclose this figure in full or aggregate short-term, long-term and hire purchase interest together.
INTERMEDIATE ASSETS	Includes investments in subsidiary and associated companies, trade investments and other unquoted investments, insurance premiums on life policies, and Advanced Corporation Tax recoverable. In addition, amounts due from other Group companies (as necessary), associated and affiliated companies, receivable after one year and with no stated fixed repayment terms will be included. Long term portions of trade and sundry debtors will also be included, wherever they are disclosed separately in the accounts.
INVENTORY / SALES	The sum of raw materials, work-in-process inventory and finished goods inventory (each net of reserve for losses) as a percentage of sales.
INVESTMENT / SALES	Investment as a percentage of sales. Investment can be measured in any of the following ways: a) net book value of plant and equipment plus working capital b) equity plus long-term debt c) total assets employed minus current liabilities attributable to the business.
INVESTMENT / VALUE ADDED	Investment expressed as a percentage of value added. Value added is adjusted for profits to minimize that portion of the relationship with ROI which is caused by under or overstated earnings.
INVESTMENT PER EMPLOYEE	Average investment, expressed in monetary units per employee.
LONG TERM LOANS	Includes long term portions of bank & other institutional loans, mortgages, hire purchase repayments and leasing obligations, all of which are due after one year. Also, amounts due to group, associated & affiliated companies payable after one year are included.
MARKET POSITION	A factor combining:
	a) MARKET SHARE: the share of the served market for the business, expressed as a percentage. b) RELATIVE MARKET SHARE: the market share of the business relative to the combined market share of the three leading competitors, expressed as a percentage. For example if ones business has 30% of the market and the three largest competitors have 20%, 10% and 10%: 30 divided by (20+10+10) = 75%.
MARKET SHARE GROWTH RATE	The annual growth rate of market share expressed as a percentage.
MARKET SHARE INSTABILITY	The instability of the market share of the business, measured as the sum of the absolute values of the business's annual market share changes.
MARKET SHARE	The share of the served market expressed as a percentage.
MARKETING EXPENSES / SALES	The sum of salesforce, advertising, promotion and other marketing expenses expressed as a percentage of sales. Does not include costs of physical distribution.
MISCELLANEOUS CURRENT ASSETS	Cash and near cash items such as quoted investments and tax reserve certificates. Also sundry debtors, prepayments & accrued income due within one year, plus amounts due from group companies, associated & affiliated companies receivable within one year.
MISCELLANEOUS CURRENT LIABILITIES	Sundry creditors, accrued expenses and prepaid income including dividends, corporation tax, social security and other sundry amounts payable within one year.

MISCELLANEOUS LONG TERM LIABILITIES Deferred and future taxation, minority interests, pension funds and similar liabilities, provisions for liabilities and charges due.  NET ASSETS The net assets employed are obtained by subtracting total current liabilities from the total assets.  NET WORTH Equals shareholders' funds less the intangible assets.  NEW PRODUCT SALES / Percentage of sales accounted for by new products. New products are those products introduced during the three preceding years.  NEWNESS OF PLANT & EQUIPMENT (NBV / GBV) NON-TRADING INCOME Comprises Investment income received, such as income from quoted & unquoted investments, rents received, share of profit from associated companies; as well as Reserves adjustments, such as transfers from capital grant reserve, interest relief grants.  NUMBER OF EMPLOYEES + THEIR REMUNERATION OPERATING PROFIT MARGIN OPERATING PROFIT PRE-TAX PROFIT MARGIN PRE-TAX PROFIT MARGIN PRE-TAX PROFIT MARGIN PRE-TAX PROFIT The net trading profit figure declared after deducting all operating expenses including depreciation & finance charges but before deduction of tax, dividends, subventions or group relief and other appropriations. Consolidated data is included where applicable in respect of the share of profits & losses of associated companies. Items described as exceptional are included. Those described as extraordinary items are excluded.  PROFIT / EMPLOYEES Profit before tax divided by the number of employees.  PURCHASE AMOUNT IMMEDIATE CUSTOMERS
NET WORTH Equals shareholders' funds less the intangible assets.  NEW PRODUCT SALES / Percentage of sales accounted for by new products. New products are those products introduced during the three preceding years.  NEWNESS OF PLANT & EQUIPMENT (NBV / GBV)  NON-TRADING INCOME Comprises Investment income received, such as income from quoted & unquoted investments, rents received, share of profit from associated companies; as well as Reserves adjustments, such as transfers from capital grant reserve, interest relief grants.  NUMBER OF EMPLOYEES + THEIR REMUNERATION  OPERATING PROFIT Operating profit as a percentage of sales.  PRE-TAX PROFIT MARGIN  Pre-tax profit plus interest, less non-trading income.  PRE-TAX PROFIT MARGIN Pro-tax profits as a percentage of sales.  PRE-TAX PROFIT MARGIN Pro-tax profits as a percentage of sales.  PRE-TAX PROFIT MARGIN Pro-tax profits as a percentage of sales.  PRE-TAX PROFIT MARGIN Pro-tax profits as a percentage of sales.  PRE-TAX PROFIT MARGIN Pro-tax profits as a percentage of sales.  PRE-TAX PROFIT MARGIN Pro-tax profits as a percentage of sales.  PRE-TAX PROFIT MARGIN Pro-tax profits as a percentage of sales.  PRE-TAX PROFIT MARGIN Pro-tax profits as a percentage of sales.  PRE-TAX PROFIT MARGIN Pro-tax profits as a percentage of sales.  PRE-TAX PROFIT MARGIN Pro-tax profits figure declared after deducting all operating expenses including depreciation & finance charges but before deduction of tax, dividends, subventions or group relief and other appropriations. Consolidated data is included where applicable in respect of the share of profits & losses of associated companies. Items described as exceptional are included. Those described as extraordinary items are excluded.  PROFIT / EMPLOYEES  Profit before tax divided by the number of employees.  The typical amount of products or services bought by an immediate customer in a single transaction.
NEW PRODUCT SALES / SALES Percentage of sales accounted for by new products. New products are those products introduced during the three preceding years.  NEWNESS OF PLANT & EQUIPMENT (NBV / GBV)  NON-TRADING INCOME Comprises Investment income received, such as income from quoted & unquoted investments, rents received, share of profit from associated companies; as well as Reserves adjustments, such as transfers from capital grant reserve, interest relief grants.  NUMBER OF EMPLOYEES + THEIR REMUNERATION  OPERATING PROFIT Operating profit as a percentage of sales.  PRE-TAX PROFIT MARGIN Pre-tax profits as a percentage of sales.  PRE-TAX PROFIT The net trading profit figure declared after deducting all operating expenses including depreciation & finance charges but before deduction of tax, dividends, subventions or group relief and other appropriations. Consolidated data is included where applicable in respect of the share of profits & losses of associated companies. Items described as exceptional are included. Those described as extraordinary items are excluded.  PROFIT / EMPLOYEES  Profit before tax divided by the number of employees.  The typical amount of products or services bought by an immediate customer in a single transaction.
SALES  during the three preceding years.  NEWNESS OF PLANT & EQUIPMENT (NBV / GBV)  NON-TRADING INCOME  Comprises Investment income received, such as income from quoted & unquoted investments, rents received, share of profit from associated companies; as well as Reserves adjustments, such as transfers from capital grant reserve, interest relief grants.  NUMBER OF EMPLOYEES + THEIR REMUNERATION  OPERATING PROFIT  MARGIN  OPERATING PROFIT  Pre-tax profit plus interest, less non-trading income.  PRE-TAX PROFIT MARGIN  Pre-tax profits as a percentage of sales.  PRE-TAX PROFIT  The net trading profit figure declared after deducting all operating expenses including depreciation & finance charges but before deduction of tax, dividends, subventions or group relief and other appropriations. Consolidated data is included where applicable in respect of the share of profits & losses of associated companies. Items described as exceptional are included. Those described as extraordinary items are excluded.  PROFIT / EMPLOYEES  Profit before tax divided by the number of employees.  PURCHASE AMOUNT IMMEDIATE CUSTOMERS  Description of the share of products or services bought by an immediate customer in a single transaction.
EQUIPMENT (NBV / GBV)  NON-TRADING INCOME  Comprises Investment income received, such as income from quoted & unquoted investments, rents received, share of profit from associated companies; as well as Reserves adjustments, such as transfers from capital grant reserve, interest relief grants.  NUMBER OF EMPLOYEES + THEIR REMUNERATION  OPERATING PROFIT  Operating profit as a percentage of sales.  OPERATING PROFIT  Pre-tax profit plus interest, less non-trading income.  PRE-TAX PROFIT MARGIN  Pre-tax profits as a percentage of sales.  The net trading profit figure declared after deducting all operating expenses including depreciation & finance charges but before deduction of tax, dividends, subventions or group relief and other appropriations. Consolidated data is included where applicable in respect of the share of profits & losses of associated companies. Items described as exceptional are included. Those described as extraordinary items are excluded.  PROFIT / EMPLOYEES  Profit before tax divided by the number of employees.  PURCHASE AMOUNT Interest in the profit of products or services bought by an immediate customer in a single transaction.
received, share of profit from associated companies; as well as Reserves adjustments, such as transfers from capital grant reserve, interest relief grants.  NUMBER OF EMPLOYEES + THEIR REMUNERATION  OPERATING PROFIT Operating profit as a percentage of sales.  OPERATING PROFIT Pre-tax profit plus interest, less non-trading income.  PRE-TAX PROFIT MARGIN Pre-tax profits as a percentage of sales.  PRE-TAX PROFIT The net trading profit figure declared after deducting all operating expenses including depreciation & finance charges but before deduction of tax, dividends, subventions or group relief and other appropriations. Consolidated data is included where applicable in respect of the share of profits & losses of associated companies. Items described as exceptional are included. Those described as extraordinary items are excluded.  PROFIT / EMPLOYEES Profit before tax divided by the number of employees.  The typical amount of products or services bought by an immediate customer in a single transaction.
EMPLOYEES + THEIR REMUNERATION  OPERATING PROFIT Operating profit as a percentage of sales.  OPERATING PROFIT Pre-tax profit plus interest, less non-trading income.  PRE-TAX PROFIT MARGIN  Pre-tax profits as a percentage of sales.  PRE-TAX PROFIT The net trading profit figure declared after deducting all operating expenses including depreciation & finance charges but before deduction of tax, dividends, subventions or group relief and other appropriations. Consolidated data is included where applicable in respect of the share of profits & losses of associated companies. Items described as exceptional are included. Those described as extraordinary items are excluded.  PROFIT / EMPLOYEES Profit before tax divided by the number of employees.  The typical amount of products or services bought by an immediate customer in a single transaction. IMMEDIATE CUSTOMERS
MARGIN  OPERATING PROFIT Pre-tax profit plus interest, less non-trading income.  PRE-TAX PROFIT MARGIN Pre-tax profits as a percentage of sales.  PRE-TAX PROFIT The net trading profit figure declared after deducting all operating expenses including depreciation & finance charges but before deduction of tax, dividends, subventions or group relief and other appropriations. Consolidated data is included where applicable in respect of the share of profits & losses of associated companies. Items described as exceptional are included. Those described as extraordinary items are excluded.  PROFIT / EMPLOYEES Profit before tax divided by the number of employees.  PURCHASE AMOUNT IMMEDIATE CUSTOMERS  The typical amount of products or services bought by an immediate customer in a single transaction.
PRE-TAX PROFIT MARGIN Pre-tax profits as a percentage of sales.  The net trading profit figure declared after deducting all operating expenses including depreciation & finance charges but before deduction of tax, dividends, subventions or group relief and other appropriations. Consolidated data is included where applicable in respect of the share of profits & losses of associated companies. Items described as exceptional are included. Those described as extraordinary items are excluded.  PROFIT / EMPLOYEES  Profit before tax divided by the number of employees.  The typical amount of products or services bought by an immediate customer in a single transaction.
PRE-TAX PROFIT  The net trading profit figure declared after deducting all operating expenses including depreciation & finance charges but before deduction of tax, dividends, subventions or group relief and other appropriations. Consolidated data is included where applicable in respect of the share of profits & losses of associated companies. Items described as exceptional are included. Those described as extraordinary items are excluded.  PROFIT / EMPLOYEES  Profit before tax divided by the number of employees.  The typical amount of products or services bought by an immediate customer in a single transaction. IMMEDIATE CUSTOMERS
finance charges but before deduction of tax, dividends, subventions or group relief and other appropriations. Consolidated data is included where applicable in respect of the share of profits & losses of associated companies. Items described as exceptional are included. Those described as extraordinary items are excluded.  PROFIT / EMPLOYEES Profit before tax divided by the number of employees.  PURCHASE AMOUNT IMMEDIATE CUSTOMERS  The typical amount of products or services bought by an immediate customer in a single transaction.
PURCHASE AMOUNT IMMEDIATE CUSTOMERS  The typical amount of products or services bought by an immediate customer in a single transaction.
IMMEDIATE CUSTOMERS
QUICK RATIO Current assets less stocks as a ratio of current liabilities.
RESEARCH & Product or Service R & D expenses plus Process R & D expenses expressed as a % of sales.  DEVELOPMENT Product or Service R&D expenses include all expenses for innovation & advances in the products or services; including improvements in packaging, product design, features and functions. Process R & D expenses include all expenses for process improvements to reduce the cost of producing, processing and handling of goods. Sales are the net sales billed including lease revenues.
REAL MARKET GROWTH, The annual growth rate of the size of served market, deflated by the selling price index, expressed as SHORT-RUN a percentage.
REAL MARKET GROWTH The historical annual real (unit) growth rate of the market which the business serves, expressed as a percentage.
RELATIVE  The average of hourly wage rates relative to leading competitors and salary levels relative to competitors. Competitors' wage rates and salary levels are 100%; if ones wage rates and salary levels are 5% higher, ones relative hourly wage rates are 105%, relative salaries are 105%, and ones average relative compensation is 105%.
RELATIVE INTEGRATION The degree of backward vertical integration (i.e. toward suppliers) of the business relative to its leading competitors.
RELATIVE INTEGRATION The degree of forward vertical integration (i.e. toward customers) of the business relative to its leading competitors (less than, the same as, more than).
RELATIVE MARKET SHARE The market share of the business, relative to the combined market shares of the three leading competitors, expressed as a percentage.
RELATIVE PRICE  The average level of selling prices of the products & services relative to the average level of the leading competitors. The average price of the competitors is 100%; if the average prices of the business are 5% higher when its price relative to competition is 105%.
RELATIVE PRODUCT QUALITY  The percentage of sales volume from products and service that, from the perspective of the consumer, are judged as superior to those available from leading competitors minus the percentage judged as inferior.
RETURN ON ASSETS Pre-tax profits as a percentage of total assets.
The same and a personal design and a persona

RETURN ON SHAREHOLDERS FUNDS	Pre-tax profits as a percentage of shareholders' funds.
ROI = NET INCOME / INVESTMENT	Pre-tax net income, including special non-recurring costs, minus corporate overhead costs, as a percentage of average investment including fixed and working capital at book value, but excluding corporate investment not particular to the business.
SALES / EMPLOYEES	Sales divided by the number of employees.
SALES / FIXED ASSETS	Sales as a ratio of fixed assets.
SALES	Gross turnover recorded, including overseas sales, inter-group sales and exports, but excluding Value Added Tax or Sales Tax.
SALES	The net sales billed, including lease revenues.
SELLING PRICE GROWTH RATE	The annual growth rate of selling prices charged, expressed as a percentage.
SHAREHOLDERS FUNDS	The sum of issued, ordinary, and preference share capital, all reserves, the profit and loss balance (retained profits) and government grants.
SHORT TERM LOANS	Includes short term portions of loans, bank overdrafts, hire purchase repayments & leasing obligations, due within one year. Plus amounts due to affiliated entities within one year.
STANDARD PRODUCTS / SERVICES	The products or services of the business more or less standardized for all customers, or are they designed or produced to order for individual customers.
STOCK TURNOVER	Sales as a ratio of stocks.
STOCKS	Stocks and work in progress (net of progress repayments) held.
TOTAL CURRENT ASSETS	The sum of stocks, debtors and other current assets, representing the portion assets which is realizable within a year.
TOTAL CURRENT LIABILITIES	The sum of trade creditors, short term debt and other current liabilities.
TOTAL DEBT / WORKING CAPITAL	Total debt as a ratio of working capital.
TOTAL DEBT	This amount is obtained by adding short term loans to the long term loans.
TOTAL LIABILITIES	The sum of capital employed and total current liabilities.
TRADING PROFIT MARGIN	Trading profit as a percentage of sales.
TRADING PROFIT	Operating profit plus depreciation.
VALUE ADDED / EMPLOYEES	Value added (adjusted for profits) expressed in monetary terms per employee.
VERTICAL INTEGRATION	Value added as a percentage of sales. Both value added & sales are adjusted for profits to minimize that portion of the relationship with ROI affected by under or overstated earnings.
WAGES / SALES	Employee remuneration divided by sales.
WORKING CAPITAL / SALES	Working capital over sales.
WORKING CAPITAL	The short-term funding to carry out day to day trading activities, it is obtained by subtracting total current liabilities from the current assets.

# **Industry Norms Definitions**

The data in this section derives data from 3,381 worldwide companies and organisations (Suppliers and Distribution Channel members).

Norms for the Product industry are shown in this section. This represents the major industry sector data for the industry in each country and as such forms the basis of international comparison.

Only the most critical factors should be compared with the various scenarios given above as industry averages can at best represent an indication and not a specific point of measure.

Reliance on Industry Norms is often used by analysts in order to support theories and suppositions and these are in turn used for investment scenarios. In fact Industry Norms or Averages are not tangible as they combine and manipulate data from companies in wide ranging activities.

Much of the benefit in the analysis of Industry Norms is to use the data to provide guide-lines or parameters which can be seen to define and identify issues for the target industry sector.

Since these Industry Norms should be representative of the entire industry it is wise to provide an average which encompasses all the major countries in the trade cell.

### **INDUSTRY NOTES + DEFINITIONS**

- 01. OEM & Manufacturers Market Level
- 02. Wholesale & Distributor Market Level
- 03. Retailer & Added Value Retailer Market Level
- 04. End User & Consumer Market Level
- 05. Discounted & Promotional Market Level
- 06. Plant & Equipment Average Annual Investment
- 07. Product Prices / Market Average Index
- 08. New Products Introduction Index
- 09. Relative output of Products of a Superior Quality Index
- 10. Index of Comparative Salesforce and Selling Expenditure
- 11. Index of Comparative Advertising Expenditure
- 12. Index of Comparative General Promotional Expenditure
- 13. Product Adoption Rates
- 14. Product Sales Conversion Rates
- 15. Average Annual Sales Growth Rate
- 16. Capacity Utilization as a measure of Standard Capacity
- 17. Standardized Products & Services Index
- 18. Relative Employee Compensation Index
- 19. Instable Market Share as an Index of Total Market Share
- 20. Relative Forward Integration Index
- 21. Plant and Equipment Investment greater than Depreciation Plant and Equipment Investment Equal to Depreciation Plant and Equipment Investment Less than Depreciation Plant and Equipment Investment - Unallocated
- 22. Plant and Equipment in Use within the range 0-3 years Plant and Equipment in Use within the range 3-6 years

Plant and Equipment in Use within the range 6-9 years
Plant and Equipment in Use over years 9 old / Unallocated

23. Supplier Concentration = 8 Largest

Supplier Concentration = 20 Largest

Supplier Concentration = 50 Largest

Supplier Concentration = Unspecified / Unallocated

24. Immediate Wholesale & Retail Customers

Immediate OEM and Manufacturing Customers

Immediate Consumer and End User Customers

Immediate Non-Specific Customers / Unallocated

25. Enterprises within the Range 1-19 Employees

Enterprises within the Range 20-99 Employees

Enterprises within the Range 100+ Employees

Enterprises within Unspecified / Unallocated Employee Ranges

26. Buyer Age Profile in the range 0-19 Years

Buyer Age Profile in the range 20-24 Years

Buyer Age Profile in the range 25-34 Years

Buyer Age Profile in the range 35-44 Years

Buyer Age Profile in the range 45-54 Years

Buyer Age Profile in the range 55-64 Years

Buyer Age Profile in the range 65+ / Unallocated Years

27. Buyer Profile in the AB Social Group

Buyer Profile in the C1 Social Group

Buyer Profile in the C2 Social Group

Buyer Profile in the DE / Unallocated Social Group

28. End User Age Profile in the range 0-19 Years

End User Age Profile in the range 20-24 Years

End User Age Profile in the range 25-34 Years

End User Age Profile in the range 35-44 Years

End User Age Profile in the range 45-54 Years

End User Age Profile in the range 55-64 Years

End User Age Profile in the range 65+ / Unallocated Years

29. End User Profile in the AB Social Group

End User Profile in the C1 Social Group

End User Profile in the C2 Social Group

End User Profile in the DE / Unallocated Social Group



# Upgrade to the full Database Edition at a reduced cost

To upgrade to the full Database Edition you can use the coupon in the PDF Express Edition to order the upgrade database edition you need at a reduced cost.

To claim your Coupon please contact your usual NIN Dealer, and you will be supplied with the Database Edition of your choice.

World Database: Cost \$ 2850, less the Coupon value of \$500.

Regional Database: Cost \$ 1850, less the Coupon value of \$300.

Country + City Database: Cost \$ 2850, less the Coupon value of \$500.

Country Database: Cost \$ 1250, less the Coupon value of \$300.

### **Delivery**

Online delivery of a Zipped file in 24 hours; plus an optional back-up DVD shipped in 1 working day.



# **Commodity Contracts Brokerage Lines Database Editions**







www.datagroup.org

### **Editions available**

### **Commodity Contracts Brokerage Lines**

The report on Commodity Contracts Brokerage Lines is available is several editions, and also there are various additional elements available from the After-Sales Service.

# **World Report**

The World Report gives market data for Commodity Contracts Brokerage Lines on each of the Product and Market Sectors for about 200 countries. There are data caveats on country data because in certain countries the data may not be available.

# **Regional Report**

There are 9 Regional reports available which give market data for Commodity Contracts Brokerage Lines on each of the Product and Market Sectors for countries in a particular Region. There are data caveats for some country data because in certain countries the data may not be available.

- 1. Canada & USA
- 2. Central America (31 Countries)
- 3. South America (13 Countries)
- 4. Europe (44 Countries)
- 5. Eurasia (4 Countries)
- 6. Middle East (19 Countries)
- 7. Africa (54 Countries)
- 8. Asia (24 Countries)
- 9. Oceania (17 Countries)

See the countries in each Regional Report Appendix 1

# **Country Report**

There are Commodity Contracts Brokerage Lines Country Reports available for most countries. Country Reports provide detailed information on the target country.

# **Country & City Report**

The Commodity Contracts Brokerage Lines Country + City Reports provides users with commercial intelligence on markets and industry in a particular country, plus market, financial and industry data on each of the significant Cities and Towns in the country. For the larger countries, like China, India, the USA, Brazil, et al, the data is generally limited to the top 500 Cities and Towns within the country.

### **Markets & Products**

The report will give market data for each of the below Commodity Contracts Brokerage Lines Product and Market Sectors, by year Historic: from 1997, and a Forecast by year to 2040. Data will be given for about 200 countries.

To see what such Country spreadsheets looks like (illustrative examples only):

http://www.datagroup.org/XLS File Samples/M0M.xls

http://www.datagroup.org/XLS File Samples/Germany Market.xls

http://www.datagroup.org/XLS File Samples/Germany Market Values.xls (US\$, Euros, Yen & Yuan)

In addition aggregate Market data is given (illustrative examples only):

World / Global Totals (in US\$, Euros, Yen and Yuan)

http://www.datagroup.org/XLS\_File\_Samples/WORLD\_Market\_Values\_Dollar\_Euro.xls http://www.datagroup.org/XLS\_File\_Samples/WORLD\_Market\_Values\_Yen\_Yuan.xls

9 Regional (Canada & USA, Central America, South America, Europe, Eurasia, Middle East, Africa, Asia, Oceania) Totals (in US\$, Euros, Yen and Yuan):

http://www.datagroup.org/XLS\_File\_Samples/Europe\_Market\_Values\_Dollar\_Euro.xls http://www.datagroup.org/XLS\_File\_Samples/Europe\_Market\_Values\_Yen\_Yuan.xls

Year / Country Totals (1997 to 2040).

http://www.datagroup.org/XLS\_File\_Samples/Year\_2010\_Country\_Values\_Dollars.xls

NAICS / SIC Product definition: 523140\_L : Commodity contracts brokerage Product Lines

### **Products covered:**

#### **COMMODITY CONTRACTS BROKERAGE LINES**

- 1. Commodity contracts brokerage Lines
- 2. Loan income from nonfinancial businesses: unsecured
- 3. Interest income from loans to nonfinancial businesses: unsecured
- 4. Public offering products: equity securities origination
- 5. Private placement: equity securities origination
- 6. Treasury bills: brokering & dealing debt instrument products
- 7. National government notes and bonds
- 8. Fees and commissions from national government notes and bonds
- 9. Other governmental notes and bonds
- 10. Fees and commissions from state provincial and local governments notes and bonds
- 11. Brokering & dealing products, equities
- Fees and commissions, equities
- 13. Net gains in trading accounts, equities
- 14. Interest income from trading accounts, equities
- 15. Futures contracts, exchange: traded
- 16. Fees and commissions from futures contracts, exchange: traded
- 17. Net gains in trading accounts from futures contracts, exchange: traded
- 18. Interest income from trading accounts from futures contracts, exchange: traded
- 19. Margin interest from futures contracts, exchange: traded
- 20. Option contracts, exchange: traded
- 21. Fees and commissions from option contracts, exchange: traded
- 22. Net gains in trading accounts from option contracts, exchange: traded
- 23. Interest income from trading accounts from option contracts, exchange: traded
- Forward contracts: OTC
- Fees and commissions from forward contracts, traded OTC
- 26. Swaps: OTC
- 27. Fees and commissions from swaps, traded OTC
- 28. Option contracts: OTC
- 29. Fees and commissions from option contacts traded over-the-counter
- 30. Other derivative contracts: OTC
- 31. Fees and commissions from other derivative contracts, traded OTC
- 32. Brokering & dealing foreign currency fees: wholesale
- 33. Brokering and dealing investment company securities
- 34. Brokering and dealing other financial instruments
- 35. Brokerage correspondent products: fees
- 36. Trading debt instruments on own account: net gains (losses)
- 37. Trading derivatives contracts on own account: net gain (losses)
- 38. Trading other securities and commodity contracts on own account: net gain
- 39. Payment clearing and settlement fees
- 40. Security and commodity contract trade execution
- 41. Financial planning and investment management services: Business and government
- 42. Financial planning and investment management services: Private
- 43. Other products supporting financial services: fees

# **World Database Description**

### **Commodity Contracts Brokerage Lines Report**

The Commodity Contracts Brokerage Lines World Report + Database provides data on the net market for the Products and Services covered in each of 205 countries. The Products and Services covered (Commodity contracts brokerage Lines) are classified by the 5-Digit United States Commerce Department Major Product Codes and each Product and Services is then further defined and analysed by each 6 to 10-Digit United States Commerce Department Product Codes.

44 Products/Markets are covered, 2077 pages, 9630 spreadsheets, 9654 database tables, 537 illustrations.

Updated monthly. 12 month After-Sales Service.

Overview

### COMMODITY CONTRACTS BROKERAGE LINES WORLD REPORT + DATABASE

The Commodity Contracts Brokerage Lines World Report + Database gives Market Consumption for Products + Services for over 200 countries by 6 to 10-Digit NAICS Product Codes by 3 Time series: From 2007, Forecast to 2028 & 2045.

Countries covered: Albania, Algeria, Angola, Argentina, Armenia, Aruba, Australia, Austria, Azerbaijan, Bahamas, Bahrain, Bangladesh, Barbados, Belarus, Belgium, Belize, Bolivia, Bosnia and Herzegovina, Botswana, Brazil, Bulgaria, Cambodia, Cameroon, Canada, Chile, China, Colombia, Costa Rica, Cote d'Ivoire, Croatia, Cuba, Cyprus, Czech Republic, Denmark, Dominica, Dominican Republic, Ecuador, Egypt, Eire, El Salvador, Eritrea, Estonia, Ethiopia, Finland, France, French Guiana, Gabon, Gambia, Georgia, Germany, Ghana, Greece, Guadeloupe, Guatemala, Guinea, Guinea-Bissau, Guvana, Haiti, Honduras, Hungary, Iceland, India, Indonesia, Iran, Iraq, Israel, Italy, Jamaica, Japan, Jordan, Kazakhstan, Kenya, Kuwait, Kyrgyzstan, Laos, Latvia, Lebanon, Lesotho, Liberia, Libya, Lithuania, Luxembourg, Macedonia, Madagascar, Malawi, Malaysia, Malta, Martinique, Mexico, Moldova, Montenegro, Morocco, Mozambique, Namibia, Netherlands, Netherlands Antilles, New Zealand, Nicaragua, Nigeria, Norway, Oman, Pakistan, Panama, Papua New Guinea, Paraguay, Peru, Philippines, Poland, Portugal, Puerto Rico, Qatar, Reunion, Romania, Russia, Saudi Arabia, Senegal, Sierra Leone, Singapore, Slovakia, Slovenia, South Africa, South Korea, Spain, Sri Lanka, Sudan (2 states), Suriname, Swaziland, Sweden, Switzerland, Syria, Taiwan, Tajikistan, Tanzania, Thailand, Trinidad and Tobago, Tunisia, Turkey, Turkmenistan, Uganda, Ukraine, United Arab Emirates, United Kingdom, United States, Uruguay, Uzbekistan, Venezuela, Vietnam, Zambia, Zimbabwe.

### 59 MARKET RESEARCH CHAPTERS

SPREADSHEET CHAPTERS: Market Consumption - in US\$ by Country by Product/Service by Year. Market, Financial, Competitive, Market Segmentation, Industry, Critical Parameters, Marketing Costs, Markets, Decision Makers, Performance, Product Launch.

WORLD & COUNTRY DATA
MARKET DATABASES & SPREADSHEETS
FINANCIAL DATABASES & SPREADSHEETS
INDUSTRY DATABASES & SPREADSHEETS

Data includes Market Consumption by individual Product / Service, Per-Capita Consumption, Marketing Costs & Margins, Product Launch Data, Buyers, End Users & Customer Profile, Consumer Demographics. Historic Balance Sheets, Forecast Financial Data, Industry Profile, National Data.

The report and database is supplied as a Zip file containing the reports and databases.

44 Products/Markets covered.

The World Report + Database will contain about 21,000 files, including:

- 1. World Summary Report (PDF) of about 854 pages
- 2. World Summary Report (Word Format) of about 854 pages
- 3. Executive Summary (.htm) about 900 pages
- 4. Executive Briefing (.htm) about 90 pages
- 5. Data Pages about 2077 pages
- 6. Chapters and General (.htm) Pages: about 9,000 pages
- 7. Reference documents (PDF): 140
- 8. Templates which can be used to produce internal reports or documents (Word): 160
- 9. Excel spreadsheet: about 9630
- 10. 4 Access databases: about 9654 tables
- 11. Excel templates, Software tools & utilities, and reference documents: 200 documents
- 12. Maps & Diagrams: 537

#### Note:

All HTM (.htm) files can be opened in Word and are designed to be paginated and indexed; and can then be output as a Word document, a PDF document, a PowerPoint file, printed hardcopy, et cetera.

All Excel spreadsheets can be opened and processed with Excel; and can be used to produce other Microsoft office document formats, PDF files, printed hardcopy, et cetera.

All Access database tables can be used and processed programmatically. The database are not locked or protected in any way.

Merge text, tables & databases for your own reports, spreadsheet calculations & modelling.

The Excel spreadsheets and Access tables are designed to be an analogue of the U.S. Government databases, specifically the U.S. Census of Manufactures and the U.S. Business Census. As such these reports are presented as Excel spreadsheets and Access tables which are compatible in structure and field names to U.S. Government databases.

There are a large number of Excel spreadsheets and Access tables in each report which are compatible with governmental and NGO databases as well as proprietary database handling software.

The Report + Database are dynamically generated, date stamped and output for each client order; and the client name is shown on the reports & databases.

Clients usually receive their orders via a download link in about 2-3 hours after the publishers receive the order.

Updated monthly. 12 month After-Sales Service.

A 65 page Methodology Manual is available on request.

Toolkits are available on request: 5 DVDs containing over 20GB of Reference documents, Database Utilities, Enterprise Planning, Integrated Development Environment tools, Statistical tools, Software packages, Server add-ons, et al.

This database covers NAICS/SIC code: 523140\_L.

### **Contents**

### **COMMODITY CONTRACTS BROKERAGE LINES WORLD REPORT + DATABASE**

The Market for Commodity Contracts Brokerage Lines in each country by Products & Services.

This database covers NAICS/SIC code: 523140\_L. Products/Services classified by 5-Digit US Commerce Department Code and then defined by each 6 to 10-Digit Product Codes.

The Commodity Contracts Brokerage Lines World Report + Database covers:

TIME SERIES: Historic from 2007, Forecast to 2028 & 2045. Data given at industry / distribution channel / service or product line level.

### **PRODUCTS & MARKETS COVERED**

### **COMMODITY CONTRACTS BROKERAGE LINES**

- 1. Commodity contracts brokerage Lines
- 2. Loan income from nonfinancial businesses: unsecured
- Interest income from loans to nonfinancial businesses: unsecured
- 4. Public offering products: equity securities origination
- 5. Private placement: equity securities origination
- 6. Treasury bills: brokering & dealing debt instrument products
- 7. National government notes and bonds
- 8. Fees and commissions from national government notes and bonds
- 9. Other governmental notes and bonds
- 10. Fees and commissions from state provincial and local governments notes and bonds
- 11. Brokering & dealing products, equities
- 12. Fees and commissions, equities
- 13. Net gains in trading accounts, equities
- 14. Interest income from trading accounts, equities
- 15. Futures contracts, exchange: traded
- 16. Fees and commissions from futures contracts, exchange: traded
- 17. Net gains in trading accounts from futures contracts, exchange: traded
- 18. Interest income from trading accounts from futures contracts, exchange: traded
- 19. Margin interest from futures contracts, exchange: traded
- 20. Option contracts, exchange: traded
- 21. Fees and commissions from option contracts, exchange: traded
- 22. Net gains in trading accounts from option contracts, exchange: traded
- 23. Interest income from trading accounts from option contracts, exchange: traded
- 24. Forward contracts: OTC
- 25. Fees and commissions from forward contracts, traded OTC
- 26. Swaps: OTC
- 27. Fees and commissions from swaps, traded OTC
- 28. Option contracts: OTC
- 29. Fees and commissions from option contacts traded over-the-counter
- 30. Other derivative contracts: OTC
- 31. Fees and commissions from other derivative contracts, traded OTC
- 32. Brokering & dealing foreign currency fees: wholesale
- 33. Brokering and dealing investment company securities
- 34. Brokering and dealing other financial instruments
- 35. Brokerage correspondent products: fees
- 36. Trading debt instruments on own account: net gains (losses)
- 37. Trading derivatives contracts on own account: net gain (losses)
- 38. Trading other securities and commodity contracts on own account: net gain
- 39. Payment clearing and settlement fees
- 40. Security and commodity contract trade execution
- 41. Financial planning and investment management services: Business and government
- 42. Financial planning and investment management services: Private
- 43. Other products supporting financial services: fees

### **59 MARKET RESEARCH CHAPTER**

- 1 Administration
- 2 Advertising
- 3 Buyers Commercial Operations
- 4 Buyers Competitors
- 5 Buyers Major City
- 6 Buyers Products
- 7 Buyers Trade Cell
- 8 Competitive Industry Analysis
- 9 Competitor Analysis
- 10 Country Focus
- 11 Distribution
- 12 Business Decision Scenarios
- 13 Capital Costs Scenarios
- 14 Cashflow Option Scenarios
- 15 Cost Structure Scenarios
- 16 Historic Industry Balance Sheet
- 17 Historic Marketing Costs & Margins
- 18 Investment + Cost Reduction Scenarios
- 19 Market Climate Scenarios
- 20 Marketing Costs
- 21 Marketing Expenditure Scenarios
- 22 Marketing Margins
- 23 Strategic Options Scenarios
- 24 Survival Scenarios
- 25 Tactical Options Scenarios
- 26 Geographic Data
- 27 Industry Norms
- 28 Major City Market Analysis
- 29 Capital Access Scenarios
- 30 Market Cashflow Scenarios
- 31 Economic Climate Scenarios
- 32 Market Investment + Costs Scenarios
- 33 Marketing Expenditure Scenarios
- 34 Market Risk Scenarios
- 35 Market Strategic Options
- 36 Market Survival Options
- 37 Market Tactical Options
- 38 Marketing Expenditure -v- Market Share
- 39 Marketing Strategy Development
- 40 Markets
- 41 Operational Analysis
- 42 Overseas Development
- 43 Personnel Management
- 44 Physical Distribution + Customer Handling
- 45 Pricing
- 46 Process + Order Handling
- 47 Product Analysis
- 48 Product Development
- 49 Product Marketing Factors
- 50 Product Mix
- 51 Product Summary

52 Profit Risk Scenarios

53 Promotional Mix

54 Salesforce Decisions

55 Sales Promotion

56 Surveys

57 Targets - Product + Market

58 Technology

59 Trade Cell Analysis.

#### SPREADSHEET CHAPTERS

PRODUCT CONSUMPTION - in US\$ by Country by Product/Service by Year: From 2007, Forecast to 2028 & 2045. Market, Financial, Competitive, Market Segmentation, Industry, Critical Parameters, Marketing Costs, Markets, Decision Makers, Performance, Product Launch.

WORLD & NATIONAL REPORT MARKET DATABASE & SPREADSHEETS: 1332 World Database tables & Spreadsheets covering business scenarios. 1435 World Database tables & Spreadsheets covering Markets, Market Forecast, Financial Forecast, Financial Margins, Historic Financial, Historic Costs, Industry Norms for each country. 3816 National Database tables & Spreadsheets covering business scenarios.

FINANCIAL SPREADSHEETS & DATABASES: 188 Balance Sheet, Financial Margins & Ratios for each of 103 Business Scenarios - by Country by Year - From 2007, Forecast to 2028 & 2045.

INDUSTRY SPREADSHEETS & DATABASES: 820 Database tables & Spreadsheets covering Historic Industry Balance Sheet Data, Forecast Industry Financial Data, Industry Profiles & Norms - by Country by Year - From 2007, Forecast to 2028 & 2045.

NATIONAL DATA - by Country by Year.

The report and database is supplied as a Zip file containing the reports and databases. Readers can access & reproduce the information for their own documents or reports. Tables & databases as Access & Excel formats enable readers to produce their own spreadsheet calculations and modelling.

44 Products covered for over 200 Countries: 2077 pages, 9630 spreadsheets, 9654 database tables, 537 diagrams & maps.

This database is updated monthly. 12 months Full After-Sales Services & Updates available from the publishers.

This report is also available as 9 Regional Reports: Canada and the USA, Central America (31 countries), South America (13 countries), Europe (45 countries), Eurasia (4 countries), Middle East (19 Countries), Africa (54 countries), Asia (48 countries), and Oceania (20 countries). This report is also available for individual countries.

Albania

## **Geographic Coverage**

Nigeria Algeria Ghana Angola Greece Norway Argentina Guadeloupe Oman Armenia Guatemala **Pakistan** Aruba Guinea **Panama** Australia Guinea-Bissau Papua Austria Guyana **Paraguay** Peru Azerbaijan Haiti **Philippines Bahamas** Honduras **Poland** Bahrain Hong Kong Bangladesh Hungary **Portugal Barbados Iceland** Puerto Rico **Belarus** India **Qatar** Belgium Indonesia Reunion **Belize** Iran Romania **Bhutan** Iraq Russia **Bolivia** Ireland Saudi Arabia Bosnia + Herzegovina Israel Senegal Botswana Italy Serbia + Montenegro **Brazil Jamaica** Sierra Leone Brunei Japan Singapore Bulgaria Jordan Slovakia Kazakhstan Slovenia Burma South Africa Cambodia Kenya Cameroon Korea South **Spain** Kuwait Sri Lanka Canada Chile Kyrgyzstan Sudan China Laos Suriname Colombia Latvia **Swaziland** Republic of Congo Sweden Lebanon D R Congo - Zaire Lesotho Switzerland Costa Rica Liberia Syria Cote d'Ivoire Libya **Taiwan** Croatia Lithuania **Tajikistan** Cuba Luxembourg **Tanzania** Cyprus Macedonia **Thailand** 

Germany

Nicaragua

DominicaMalaysiaTurkeyDominican RepublicMartiniqueTurkmenistanEcuadorMauritiusUgandaEgyptMicronesiaUkraineEl SalvadorMexicoUnited Arab Emirates

Malawi

Madagascar

**Trinidad** 

**Tunisia** 

Czech Republic

**Denmark** 

Estonia **United Kingdom** Moldova Ethiopia **United States** Mongolia Finland Morocco Uruguay France Mozambique Uzbekistan French Guiana Namibia Venezuela Gabon Netherlands Vietnam **Netherlands Antilles** Gambia Zambia Zimbabwe Georgia **New Zealand** 

See Data Caveat below.

### **Financial Data**

The databases will give Financial data for each of the below Commodity Contracts Brokerage Lines Financial Data and Margins, by country, by year Historic from 1997, and a Forecast by year to 2040. Data will be given for EACH of the countries covered.

### **Balance Sheet Data**

To see what such a spreadsheet looks like: <a href="http://www.datagroup.org/XLS">http://www.datagroup.org/XLS</a> File Samples/FOM.xls

Total Sales, Domestic Sales, Exports, Pre-tax Profit, Interest Paid, Non-trading Income, Operating Profit, Depreciation: Plant and Equipment, Depreciation: Miscellaneous Items, Total Depreciation, Trading Profit, Intangible Assets, Intermediate Assets, Fixed Assets: Structures, Fixed Assets: Plant and Equipment, Fixed Assets: Miscellaneous Items, Fixed Assets, Capital Expenditure on Structures, Capital Expenditure on Plant and Equipment, Capital Expenditure on Vehicles, Capital Expenditure on Data Processing Equipment, Capital Expenditure on Miscellaneous Items, Total Capital Expenditure, Retirements: Structures, Retirements: Plant and Equipment, Retirements: Miscellaneous Items, Total Retirements, Total Fixed Assets, Finished Product Stocks, Work in Progress as Stocks, Materials as Stocks, Total Stocks / Inventory, Debtors, Total Maintenance Costs, Services Purchased, Miscellaneous Current Assets, Total Current Assets, Total Assets, Creditors, Short Term Loans, Miscellaneous Current Liabilities, Total Current Liabilities, Net Assets / Capital Employed, Shareholders Funds, Long Term Loans, Miscellaneous Long Term Liabilities, Workers, Hours Worked, Work in 1st Quarter, Work in 2nd Quarter, Work in 3rd Quarter, Work in 4th Quarter, Total Employees, Raw Materials Cost, Finished Materials Cost, Fuel Cost, Electricity Cost, Total Input Supplies / Materials and Energy Costs, Payroll Costs, Wages, Directors' Remunerations, Employee Benefits, Employee Commissions, Total Employees Remunerations, Sub Contractors, Rental & Leasing: Structures, Rental & Leasing: Plant and Equipment, Total Rental & Leasing Costs, Maintenance: Structures, Maintenance: Plant and Equipment, Communications Costs, Miscellaneous Expenses, Sales Personnel Variable & Commission Costs, Sales Expenses and Costs, Sales Materials Costs, Total Sales Costs, Distribution Fixed Costs, Distribution Variable Costs, Warehousing Fixed Costs, Warehousing Variable Costs, Physical Handling Fixed Costs, Physical Handling Variable Costs, Physical Process Fixed Costs, Physical Process Variable Costs, Total Distribution and Handling Costs, Mailing & Correspondence Costs, Media Advertising Costs, Advertising Materials & Print Costs, POS & Display Costs, Exhibition & Events Costs, Total Advertising Costs, Product Returns & Rejection Costs, Product Installation & Re-Installation Costs, Product Breakdown & Post Installation Costs, Product Systems & Configuration Costs, Product Service & Maintenance Costs, Customer Problem Solving & Customer Complaint Costs, Total After-Sales Costs, Total Marketing Costs, New Technology Expenditure, New Production Technology Expenditure, Total Research and Development Expenditure, Total Operational & Process Costs, Debtors within Agreed Terms, Debtors Outside Agreed Terms, Un-recoverable Debts.

## **Financial Margins & Ratios Data**

To see what such a spreadsheet looks like: http://www.datagroup.org/XLS\_File\_Samples/GOM.xls

Return on Capital, Return on Assets, Return on Shareholders' Funds, Pre-tax Profit Margins, Operating Profit Margin, Trading Profit Margin, Return on Investment, Assets Utilisation (given as a ratio of Sales to Total Assets), Sales as a ratio of Fixed Assets, Stock Turnover (Sales as a ratio of Stocks), Credit Period, Creditors' Ratio (given as Creditors divided by Sales times 365 days), Default Debtors given as a Ratio of Total Debtors, Un-Recoverable Debts given as a Ratio of Total Debts, Working Capital / Sales, Materials & Energy Costs as a % of Sales, Added Value, Investment as a Ratio of Added Value, Value of Plant & Equipment as a % of Sales, Vertical Integration (Value Added as a % of Sales), Research & Development Investment as a % of Sales, Capital Expenditure Investment as a % of Sales, Marketing Costs as a % of Sales, Current Ratio (Current Assets as a ratio of Current Liabilities), Quick Ratio, Borrowing Ratio (or Total Debt as a ratio of Net Worth), Equity Ratio (Shareholders Funds as a ratio of Total Liabilities), Income Gearing, Total Debt as a ratio of Working Capital, Debt Gearing Ratio (Long Term Loans as a ratio of Net Worth), Average Remuneration (all employees - full and part), Profit per Employee, Sales per Employee, Remunerations / Sales, Fixed Assets per Employee, Capital Employee per Employee, Total Assets per Employee, Value of Average Investment per Employee, Value Added per Employee, Materials Costs as a % of Sales, Wage Costs as a % of Sales, Payroll and Wages as a Ratio to Materials, Variable Costs as a % of Sales, Fixed Costs as a % of Sales, Fixed Costs as a Ratio of Variable Costs, Distribution Costs as a % of Sales, Warehousing Costs as a % of Sales, Physical Costs as a % of Sales, Fixed as a Ratio of Variable Distribution Costs, Fixed as a Ratio of Variable Warehousing Costs, Fixed as a Ratio of Variable Physical Costs, Fixed as a Ratio of Variable Total Distribution & Handling Costs, Product Returns & Rejections Costs as a % of Sales, Product Installation & Associated Costs as a % of Sales, Product Breakdown & Associated Costs as a % of Sales, Product Systems & Associated Costs as a % of Sales, Product Service & Associated Costs as a % of Sales, Customer Complaint & Associated Costs as a % of Sales, Stock Work in Progress & Materials as a Ratio of Finished Products, Stock Materials as a Ratio of Work in Progress, Un-recoverable Debts as a Ratio of Total Debt, Un-recoverable Debts as a Ratio of Debts Within Agreed Terms, Total Sales Costs as a % of Sales, Total Distribution & Handling Costs as a % of Sales, Total Advertising Costs as a % of Sales, Total After-Sales Costs as a % of Sales, Total Customer Compensation Costs as a % of Sales, Total Variable Marketing Costs as a % of Sales, Total Fixed Marketing Costs as a % of Sales, Total Fixed Marketing Costs as a Ratio of Total Variable Marketing Co, Variable Sales Personnel Costs as a Ratio of Marketing Costs, Variable Distribution & Handling Costs as a Ratio of Marketing Costs, Variable Advertising Costs as a Ratio of Marketing Costs, Variable After-Sales Costs as a Ratio of Marketing Costs, Sales Personnel Variable Costs as a Ratio of Sales, Sales Personnel Variable Costs as a Ratio of Debtors, Sales Personnel Variable Costs as a Ratio of Un-Recoverable Debtors, Exports as a % of Sales, \$ Hourly Pay Rate, \$ Hourly Wage Rate, Capital Employed.

## **General Contents**

### **Commodity Contracts Brokerage Lines World Report**

This report provides users with commercial intelligence on markets and industries in over 200 countries. The report analyses the world markets with a basic point of reference, namely a base country. The Client can select the base reference country when ordering the database.

These reports are formatted to give both a narrative description of the various matters covered as well as provide readers with the ability to directly use the Chapters (via Microsoft Word or compatible word processors) to produce their own reports and documentation. Experienced users will be able to use the spreadsheet and databases to generate highly detailed narrative reports, charts and graphics - as well as sophisticated business and commercial forecasts and models. The databases are provided in both Excel spreadsheets and an Access database. Explanatory notes are provided as Word documents or in PDF formats.

As an entry level product the narrative is necessarily illustrative in its terminology and seeks to provide a basic degree of business logic and theory which indicates the rational applied in the forecasting and modelling methodology.

The databases are specifically designed to provide users with a uniform and consistent numeric measure of both (normally) quantifiable values as well as conceptual factors which are (usually) only capable of qualification. Experienced users will know how to apply forecasting and modelling software to the numeric data provided to generate highly detailed and discrete business planning models. The databases provided in this report can be used directly with databases on other product, markets and industries in other countries. The databases are specifically designed to be transnational, currency neutral, inflation and purchasing parity adjusted, product parity and product equivalent adjusted, opportunity cost adjusted, and numerically compatible; they all can be linked or merged programmatically in business planning models to provide multi-national and multi-level analysis.

The report databases are designed to give a common definition, unit of measure and quantification of markets in over 200 countries. These reports rely on data collection at various levels of the product flow; this effectively means, the producer, the distribution channels and the end user or consumers. This data is then correlated with any national and international statistical data produced by official agencies. Unfortunately, product flow data gathering in some countries is difficult, and furthermore the official statistical data is both inaccurate and sparse. In such circumstances, in some countries, we have to flag a Data Caveat as a warning.

### **Choice of Base Reference Country**

As report databases are generated specifically for each client order, the client can select which Base Country the database uses. The choice of a Base Country is important as it puts the database into the client's own perspective. This is important, for example, in respect of Purchasing Parity data or the results of End User Survey data where the world data is presented from the relative position of the Base Country. Where a client does not specify a Base Reference country, the database is generated with the Base Reference country being the same country as the client.

## **Database Edition Market Research Contents**

Please also see the Notes to the contents: Notes

Within each heading there are links with detailed descriptions and explanation of the contents; these can be opened when the link is clicked.

Chapters	Pages	Volumes	Diagrams, Maps & Illustrations	Spreadsheets & Database tables
59	2058	Online & DVD	c. 500	Excel Spreadsheets: 9883 Access tables: 9619

## **Databases & Structures**

### **Commodity Contracts Brokerage Lines Report Database**

Root

Folder

ommodity contracts brokerage Lines report batabase

This folder contains a number of general files, plus the various main Chapter Files.

### **Summary Documents**

The Report contains 2 Summary documents for the Market Research which can be opened in a Browser or as a Word document and paginated.

If required these files can then be saved as PDF files:-

- 1. MR\_Executive\_Summary\_Brief.html will render into about 70 pages.
- 2. MR\_Executive\_Summary.html will render into about 950 pages.
- Market Research

This folder contains the main Market Research files.

Corporate Research

Where the database is specified as having Corporate Intelligence, this folder contains the main Corporate Research files.

Research Data

This folder contains the Market Research files which are specific to this edition of the report.

BUSINESS PLANNING

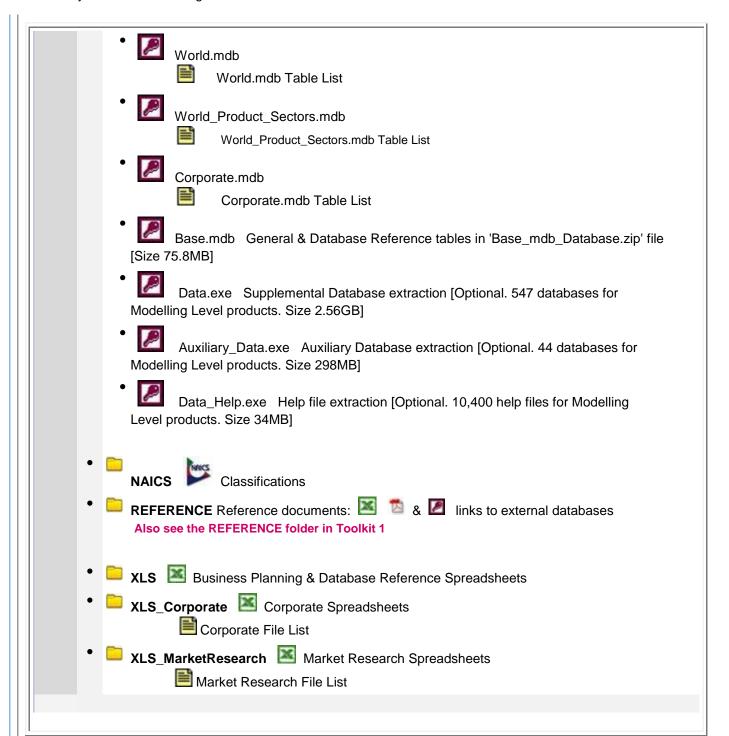
This folder contains the Business Plan Documents & Boilerplates

Also see the Business Plan Images folder in Toolkit 1

- BASE\_FOLDERS Significant folders include:-
  - CHAPTERS in HTM HTM files listing the Chapter contents
  - Cities HTM files listing Cities & Towns in the database
  - Eight Help documents
     Also see the HELP folder in Toolkit 1
  - MAPS
  - MDB Access databases
    - P

MarketResearch.mdb

MarketResearch.mdb Table List



### **Documents & Manuals**

There are additional resources to be found in Toolkit 1 which can be used to assist the interpretation and manipulation of the database. These are:-

- 1. Data Manuals on the Report Contents
- 2. Documents & Templates on the Report Contents
- 3. Help files on the Report Contents
- 4. Manuals & Templates on the Report Contents

For a detailed Table of Contents for each chapter, database or spreadsheet: **click** on the **Blue headings shown below. This will open a page in your browser which fully specifies the contents of** that heading.

## **Spreadsheets**



# **Chapters**

- 1 OVERSEAS DEVELOPMENT
- 2 ADMINISTRATION
- 3 ADVERTISING
- 4 BUYERS COMMERCIAL OPERATIONS
- 5 BUYERS COMPETITORS
- 6 BUYERS MAJOR CITY
- 7 BUYERS PRODUCTS
- 8 BUYERS TRADE CELL
- 9 COMPETITIVE INDUSTRY ANALYSIS
- 10 COMPETITOR ANALYSIS
- 11 COUNTRY FOCUS
- 12 DISTRIBUTION
- 13 FINANCIAL BUSINESS DECISION SCENARIOS
- 14 FINANCIAL CAPITAL COSTS FINANCIAL SCENARIOS
- 15 FINANCIAL CASHFLOW OPTION SCENARIOS
- 16 FINANCIAL COST STRUCTURE SCENARIOS
- 17 FINANCIAL HISTORIC INDUSTRY BALANCE SHEET
- 18 FINANCIAL HISTORIC MARKETING COSTS & MARGINS
- 19 FINANCIAL INVESTMENT + COST REDUCTION SCENARIOS
- 20 FINANCIAL MARKET CLIMATE SCENARIOS
- 21 FINANCIAL MARKETING COSTS
- 22 FINANCIAL MARKETING EXPENDITURE SCENARIOS
- 23 FINANCIAL MARKETING MARGINS
- 24 FINANCIAL STRATEGIC OPTIONS SCENARIOS
- 25 FINANCIAL SURVIVAL SCENARIOS
- 26 FINANCIAL TACTICAL OPTIONS SCENARIOS

- 27 GEOGRAPHIC DATA
- 28 INDUSTRY NORMS
- 29 MAJOR CITY MARKET ANALYSIS
- 30 MARKET CAPITAL ACCESS SCENARIOS
- 31 MARKET CASHFLOW SCENARIOS
- 32 MARKET ECONOMIC CLIMATE SCENARIOS
- 33 MARKET INVESTMENT + COSTS SCENARIOS
- 34 MARKET MARKETING EXPENDITURE SCENARIOS
- 35 MARKET RISK SCENARIOS
- 36 MARKET STRATEGIC OPTION SCENARIOS
- 37 MARKET SURVIVAL OPTION SCENARIOS
- 38 MARKET TACTICAL OPTION SCENARIOS
- 39 MARKETING EXPENDITURE -v- MARKET SHARE
- 40 MARKETING STRATEGY DEVELOPMENT
- 41 MARKETS
- **42 OPERATIONAL ANALYSIS**
- **43 PERSONNEL MANAGEMENT**
- 44 PHYSICAL DISTRIBUTION + CUSTOMER HANDLING
- 45 PRICING
- 46 PROCESS + ORDER HANDLING
- **47 PRODUCT ANALYSIS**
- **48 PRODUCT DEVELOPMENT**
- 49 PRODUCT MARKETING FACTORS
- 50 PRODUCT MIX
- 51 PRODUCT SUMMARY
- 52 PROFIT RISK SCENARIOS
- 53 PROMOTIONAL MIX
- 54 SALESFORCE DECISIONS
- 55 SALES PROMOTION
- 56 SURVEYS
- 57 TARGETS PRODUCT + MARKET
- 58 TECHNOLOGY
- 59 TRADE CELL ANALYSIS

Countries	Market	Market Forecast	Financial Forecast	Financial Margins	Historic Financial	Historic Costs	Industry Norms
Albania	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Algeria	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Angola	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Argentina	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Armenia	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Aruba	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Australia	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Austria	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Azerbaijan	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Bahamas	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Bahrain	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Bangladesh	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Barbados	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Belarus	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Belgium	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Belize	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Bermuda	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Bhutan	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Bolivia	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Bosnia & Herzegovina	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Botswana	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Brazil	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Brunei	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Bulgaria	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Cambodia	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Cameroon	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Canada	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Chad	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Chile	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
China	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Colombia	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Costa Rica	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Cote d'Ivoire	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Croatia	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Cuba	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Cyprus	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Czech Republic	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Denmark	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Dominica	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Dominican Republic	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Ecuador	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Egypt	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
El Salvador	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Estonia	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Ethiopia	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Finland	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
France	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
French Guiana	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Gabon	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Gambia	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Georgia	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Germany	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Ghana	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Greece	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Guadeloupe	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Guatemala	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Guinea	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Guinea-Bissau	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Guyana	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms

Line						1 1	
Haiti	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Honduras	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Hong Kong	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Hungary	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Iceland	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
India	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Indonesia	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Iran	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Iraq Ireland	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms Norms
Israel	Market Market	Forecast Forecast	Forecast	Forecast Forecast	Historic	Historic	Norms
Italy Jamaica	Market	Forecast	Forecast Forecast	Forecast	Historic Historic	Historic Historic	Norms
	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Japan Jordan	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Kazakhstan	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Kenya	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Kuwait	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Kyrgyzstan	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Laos	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Latvia	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Lebanon	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Lesotho	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Liberia	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Libya	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Liechtenstein	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Lithuania	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Luxembourg	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Macedonia	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Madagascar	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Malawi	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Malaysia	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Malta	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Martinique	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Mauritius	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Mexico	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Moldova	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Monaco	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Mongolia	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Morocco	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Mozambique	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Namibia	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Nepal	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Netherlands	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Netherlands Antilles	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
New Caledonia	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
New Zealand	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Nicaragua	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Nigeria	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Norway	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Oman	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Pakistan	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Panama	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Papua New Guinea	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Paraguay	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Peru	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Philippines	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Poland	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Portugal	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Puerto Rico	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Qatar	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Reunion	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Romania	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms

Saudi Arabia Senegal Market Forecast Fo	Russia	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
SenegalMarketForecastForecastForecastForecastHistoricHistoricNormsSerbia & MontenegroMarketForecastForecastForecastHistoricHistoricNormsSierra LeoneMarketForecastForecastForecastHistoricHistoricNormsSingaporeMarketForecastForecastForecastHistoricHistoricNormsSlovakiaMarketForecastForecastForecastHistoricHistoricNormsSloveniaMarketForecastForecastForecastHistoricHistoricNormsSouth AfricaMarketForecastForecastForecastHistoricHistoricNormsSouth KoreaMarketForecastForecastForecastHistoricHistoricNormsSpainMarketForecastForecastForecastHistoricHistoricNormsSri LankaMarketForecastForecastForecastHistoricHistoricNormsSurinameMarketForecastForecastForecastHistoricHistoricNormsSwazilandMarketForecastForecastForecastHistoricHistoricNormsSwitzerlandMarketForecastForecastForecastHistoricHistoricNormsSyriaMarketForecastForecastForecastHistoricHistoricHistoricNormsTajikistan								
Serbia & MontenegroMarketForecastForecastForecastForecastForecastHistoricHormsSierra LeoneMarketForecastForecastForecastForecastHistoricHistoricNormsSingaporeMarketForecastForecastForecastForecastHistoricHistoricNormsSlovakiaMarketForecastForecastForecastForecastHistoricHistoricNormsSloveniaMarketForecastForecastForecastHistoricHistoricNormsSouth AfricaMarketForecastForecastForecastHistoricHistoricNormsSouth KoreaMarketForecastForecastForecastHistoricHistoricNormsSpainMarketForecastForecastForecastHistoricHistoricNormsSurinameMarketForecastForecastForecastHistoricHistoricNormsSwazilandMarketForecastForecastForecastHistoricHistoricNormsSwedenMarketForecastForecastForecastHistoricHistoricNormsSyriaMarketForecastForecastForecastHistoricHistoricNormsTaiwanMarketForecastForecastForecastHistoricHistoricNormsTaiibandMarketForecastForecastForecastForecastHistoricHistoric <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th>Norms</th>								Norms
Sierra LeoneMarketForecastForecastForecastForecastForecastHistoricHistoricNormsSingaporeMarketForecastForecastForecastHistoricHistoricNormsSlovakiaMarketForecastForecastForecastHistoricHistoricNormsSloveniaMarketForecastForecastForecastHistoricHistoricNormsSouth AfricaMarketForecastForecastForecastHistoricHistoricNormsSouth KoreaMarketForecastForecastForecastHistoricHistoricNormsSpainMarketForecastForecastForecastHistoricHistoricNormsSri LankaMarketForecastForecastForecastHistoricHistoricNormsSurinameMarketForecastForecastForecastHistoricNormsSwazilandMarketForecastForecastForecastHistoricHistoricNormsSwedenMarketForecastForecastForecastHistoricHistoricNormsSwitzerlandMarketForecastForecastForecastHistoricHistoricNormsSyriaMarketForecastForecastForecastHistoricHistoricNormsTajikistanMarketForecastForecastForecastHistoricHistoricNormsTanzaniaMarketForecast </th <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th>								
Singapore Slovakia Market Forecast Fore	_							
SlovakiaMarketForecastForecastForecastForecastHistoricHistoricNormsSloveniaMarketForecastForecastForecastHistoricHistoricNormsSouth AfricaMarketForecastForecastForecastHistoricHistoricNormsSouth KoreaMarketForecastForecastForecastHistoricHistoricNormsSpainMarketForecastForecastForecastHistoricHistoricNormsSri LankaMarketForecastForecastForecastHistoricHistoricNormsSurinameMarketForecastForecastForecastHistoricHistoricNormsSwazilandMarketForecastForecastForecastHistoricHistoricNormsSwedenMarketForecastForecastForecastHistoricHistoricNormsSwitzerlandMarketForecastForecastForecastHistoricHistoricNormsSyriaMarketForecastForecastForecastHistoricHistoricNormsTajikistanMarketForecastForecastForecastHistoricHistoricNormsTanzaniaMarketForecastForecastForecastHistoricHistoricNormsThailandMarketForecastForecastForecastHistoricHistoricNormsTrinidad & TobagoMarketForeca								Norms
Slovenia Market Forecast Forecast Forecast Forecast Historic Norms South Africa Market Forecast Forecast Forecast Forecast Historic Historic Norms Spain Market Forecast Forecast Forecast Forecast Historic Historic Norms Sri Lanka Market Forecast Forecast Forecast Forecast Historic Historic Norms Suriname Market Forecast Forecast Forecast Historic Historic Norms Swaziland Market Forecast Forecast Forecast Historic Historic Norms Sweden Market Forecast Forecast Forecast Historic Historic Norms Switzerland Market Forecast Forecast Forecast Historic Historic Norms Syria Market Forecast Forecast Forecast Historic Historic Norms Taiwan Market Forecast Forecast Forecast Historic Historic Norms Tanzania Market Forecast Forecast Forecast Historic Historic Norms Thailand Market Forecast Forecast Forecast Historic Historic Norms Trinidad & Tobago								
South Africa South Korea South Korea South Korea Spain Market Forecast Fore								
South KoreaMarketForecastForecastForecastForecastForecastHistoricNormsSpainMarketForecastForecastForecastHistoricHistoricNormsSri LankaMarketForecastForecastForecastHistoricHistoricNormsSurinameMarketForecastForecastForecastHistoricHistoricNormsSwazilandMarketForecastForecastForecastHistoricHistoricNormsSwedenMarketForecastForecastForecastHistoricHistoricNormsSwitzerlandMarketForecastForecastForecastHistoricHistoricNormsSyriaMarketForecastForecastForecastHistoricHistoricNormsTaiwanMarketForecastForecastForecastHistoricHistoricNormsTajikistanMarketForecastForecastForecastHistoricHistoricNormsTanzaniaMarketForecastForecastForecastHistoricHistoricNormsThailandMarketForecastForecastForecastHistoricHistoricNormsTrinidad & TobagoMarketForecastForecastForecastHistoricHistoricNorms								
SpainMarketForecastForecastForecastForecastHistoricHistoricNormsSri LankaMarketForecastForecastForecastHistoricHistoricNormsSurinameMarketForecastForecastForecastHistoricHistoricNormsSwazilandMarketForecastForecastForecastHistoricHistoricNormsSwedenMarketForecastForecastForecastHistoricHistoricNormsSwitzerlandMarketForecastForecastForecastHistoricHistoricNormsSyriaMarketForecastForecastForecastHistoricHistoricNormsTaiwanMarketForecastForecastForecastHistoricHistoricNormsTajikistanMarketForecastForecastForecastHistoricHistoricNormsTanzaniaMarketForecastForecastForecastHistoricHistoricNormsThailandMarketForecastForecastForecastHistoricHistoricNormsTrinidad & TobagoMarketForecastForecastForecastHistoricHistoricNorms								
Sri LankaMarketForecastForecastForecastForecastHistoricHistoricNormsSurinameMarketForecastForecastForecastHistoricHistoricNormsSwazilandMarketForecastForecastForecastHistoricHistoricNormsSwedenMarketForecastForecastForecastHistoricHistoricNormsSwitzerlandMarketForecastForecastForecastHistoricHistoricNormsSyriaMarketForecastForecastForecastHistoricHistoricNormsTaiwanMarketForecastForecastForecastHistoricHistoricNormsTajikistanMarketForecastForecastForecastHistoricHistoricNormsTanzaniaMarketForecastForecastForecastHistoricHistoricNormsThailandMarketForecastForecastForecastHistoricHistoricNormsTrinidad & TobagoMarketForecastForecastForecastHistoricHistoricNorms								
Suriname Swaziland Market Forecast Fore		Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
SwazilandMarketForecastForecastForecastForecastHistoricHistoricNormsSwitzerlandMarketForecastForecastForecastHistoricHistoricNormsSyriaMarketForecastForecastForecastHistoricHistoricNormsTaiwanMarketForecastForecastForecastHistoricHistoricNormsTajikistanMarketForecastForecastForecastHistoricHistoricNormsTanzaniaMarketForecastForecastForecastHistoricHistoricNormsThailandMarketForecastForecastForecastHistoricHistoricNormsTrinidad & TobagoMarketForecastForecastForecastHistoricHistoricNorms		Market	Forecast		Forecast	Historic	Historic	Norms
SwedenMarketForecastForecastForecastForecastHistoricHistoricNormsSwitzerlandMarketForecastForecastForecastHistoricHistoricNormsSyriaMarketForecastForecastForecastHistoricHistoricNormsTaiwanMarketForecastForecastForecastHistoricHistoricNormsTajikistanMarketForecastForecastForecastHistoricHistoricNormsTanzaniaMarketForecastForecastForecastHistoricHistoricNormsThailandMarketForecastForecastForecastHistoricHistoricNormsTrinidad & TobagoMarketForecastForecastForecastHistoricHistoricNorms						Historic		Norms
SwitzerlandMarketForecastForecastForecastForecastHistoricHistoricNormsSyriaMarketForecastForecastForecastHistoricHistoricNormsTaiwanMarketForecastForecastForecastHistoricHistoricNormsTajikistanMarketForecastForecastForecastHistoricHistoricNormsTanzaniaMarketForecastForecastForecastHistoricHistoricNormsThailandMarketForecastForecastForecastHistoricHistoricNormsTrinidad & TobagoMarketForecastForecastForecastHistoricHistoricNorms		Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
SyriaMarketForecastForecastForecastHistoricHistoricNormsTaiwanMarketForecastForecastForecastHistoricHistoricNormsTajikistanMarketForecastForecastForecastHistoricHistoricNormsTanzaniaMarketForecastForecastForecastHistoricHistoricNormsThailandMarketForecastForecastForecastHistoricHistoricNormsTrinidad & TobagoMarketForecastForecastForecastHistoricHistoricNorms		Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
TaiwanMarketForecastForecastForecastForecastHistoricHistoricNormsTajikistanMarketForecastForecastForecastHistoricHistoricNormsTanzaniaMarketForecastForecastForecastHistoricHistoricNormsThailandMarketForecastForecastForecastHistoricHistoricNormsTrinidad & TobagoMarketForecastForecastForecastHistoricHistoricNorms		Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
TajikistanMarketForecastForecastForecastHistoricHistoricNormsTanzaniaMarketForecastForecastForecastHistoricHistoricNormsThailandMarketForecastForecastForecastHistoricHistoricNormsTrinidad & TobagoMarketForecastForecastForecastHistoricHistoricNorms		Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
TanzaniaMarketForecastForecastForecastHistoricHistoricNormsThailandMarketForecastForecastForecastHistoricHistoricNormsTrinidad & TobagoMarketForecastForecastForecastHistoricHistoricNorms		Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Trinidad & Tobago Market Forecast Forecast Forecast Historic Historic Norms	•	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Trinidad & Tobago Market Forecast Forecast Forecast Historic Historic Norms	Thailand	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
		Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Tunisia Market Forecast Forecast Forecast Historic Historic Norms	Tunisia	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Turkey Market Forecast Forecast Historic Historic Norms	Turkey	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Turkmenistan Market Forecast Forecast Forecast Historic Historic Norms	Turkmenistan	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Uganda Market Forecast Forecast Forecast Historic Norms	Uganda	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Ukraine Market Forecast Forecast Historic Historic Norms		Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
United Arab Emirates Market Forecast Forecast Forecast Historic Norms	United Arab Emirates	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
United Kingdom Market Forecast Forecast Forecast Historic Norms	United Kingdom	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
United States Market Forecast Forecast Forecast Historic Norms		Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Uruguay Market Forecast Forecast Forecast Historic Norms	Uruguay	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Uzbekistan Market Forecast Forecast Forecast Historic Norms	Uzbekistan	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Venezuela         Market         Forecast         Forecast         Forecast         Historic         Historic         Norms	Venezuela	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Vietnam         Market         Forecast         Forecast         Forecast         Historic         Historic         Norms	Vietnam	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Virgin Islands         Market         Forecast         Forecast         Forecast         Historic         Historic         Norms	Virgin Islands	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Zambia Market Forecast Forecast Forecast Historic Norms	Zambia	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms
Zimbabwe Market Forecast Forecast Forecast Historic Norms	Zimbabwe	Market	Forecast	Forecast	Forecast	Historic	Historic	Norms

### **The Data Caveat**

The report databases are designed to give a common definition, unit of measure and quantification of markets in over 200 countries. These reports rely on data collection at various levels of the product flow; this effectively means, the producer, the distribution channels and the end user or consumers. This data is then correlated with any national and international statistical data produced by official agencies. Unfortunately, product flow data gathering in some countries is difficult, and furthermore the official statistical data is both inaccurate and sparse. In such circumstances, in some countries, we have to flag a Data Caveat as a warning. What this means is that in some countries the data is not sufficiently verifiable for statistical purposes and in those cases the data may not be presented.

## Methodology

For more information on methodology please download a copy of the Methodology Manual:

http://www.datagroup.org/Methodology\_Manual.pdf

### **Deliverables**

The report will be provided as follows:

- Executive Summary at Word document (900 pages) + Executive Summary as a PDF (900 pages)
   World Edition: Executive Brief (90 html pages) + Executive Summary (900 html pages).
- 2. Online downloadable Zipped version of the report.
- 3. Back-up DVD with Report and Report Database (Optional).
- 4. 12 months After-Sales Service.
- 5. 1-2 hour Teleconference / Teamviewer presentation of the report findings if required. See After-Sales Service
- 6. Dedicated web site access for the report & databases if required. See After-Sales Service.

## **About this Database**

As an entry level product the narrative is necessarily illustrative in its terminology and seeks to provide a basic degree of business logic and theory which indicates the rational applied in the forecasting and modelling methodology. First time users should read the Database Introduction as well as the Notes and Definitions links found in each Chapter. There are subtle statistical nuances to some of the spreadsheets and databases which will help the user to fine-tune their models and forecasts to obtain maximum effect and greater accuracy.

#### **Data Product levels**

Because of the sheer volume of data potentially available it has been necessary to create a number of product levels which can provide clients with as little or as much data as needed. Clients can upgrade their Product level if required.

#### Database Entry level

Entry level products provide the most basic degree of information supplied. This product can be used to build upon for various business forecasting and planning application. A World Report will have a database of over 9,000 record sets.

### Corporate Modelling level

The Corporate level modelling products provide the tools and information for medium and long term corporate forecasting and planning. Typically this level will produce a count of over 24,000 record sets.

#### **Econometric Modelling level**

The Econometric level modelling products provide the tools and information for industry level, national, and international medium & long term forecasting and planning. Typically this has a database of over 39,000 record sets.

#### Presentation level

The Presentation level products provide the information sought by a client company is a graphical or audio-visual format which is bespoke for the particular needs and applications of the client.

# **Real Time Support**

The After-Sales Service can offer client Real-Time Support. This usually involves using a software utility called TeamViewer (an installation program can be found in the Toolkit on your DVD or Hard Disk Drive) which allows the After-Sales Service support staff to directly link to the client's computer and work with the users in real time.

### **Toolkits**

To assist users there are various Toolkits available on request:

The Files, Data, Documents, Software, Tools, Utilities and other items provided on these DVDs are supplied for the sole use of the recipient. These items are the property of the publishers concerned and they may not be released or distributed without the express permission of the publisher of each item.

#### Toolkit 1

- 1. Data Manuals
- 2. Document Templates
- 3. Help files
- 4. Manuals Templates
- 5. Microsoft Utilities
- 6. OpenOffice
- 7. Business Plan Images
- 8. Reference files
- 9. US Census Data Tools \*
- 10. Utilities & Tools

#### Toolkit 2

- 11. Database Utilities
- 12. Enterprise Resource Planning
- 13. Integrated Development Environment
  If you intend to implement our databases online
  (internet or intranet) then an Integrated Development
  Environment is often the easiest route to data
  dissemination and data manipulation.

\* All our databases are directly compatible with U.S. Government databases (the Department of Commerce, US census, NIST, Treasury, et al) it is sometimes useful for users to use US Government data handling tools to manage not only US Government data, but also the data provided by us. Alternatively, if you are already using this US Government software you can simply access our databases with the same software. In general our databases use the same database parameters, structures and field names as those found in US Government databases, and thus uses can correlate and query databases without undue difficulty.

### **Toolkit 3**

There are about 40 Statistical packages provided in this Toolkit. These are Open-Source packages which are generally free to use. The following packages are available:-

acsIX, ADaMSoft, ADMB, AMPL, Analyse-it, Analytica, Angoss, APMonitor, ASReml, Automlab, Baudline, Bayesian Filtering Library, BMDP, BV4.1, CalEst, Ch, Chronux, COMSOL Script, CSPro, DADiSP, DAP, Data Applied, Dataplot, Demetra+, EJS, ELKI, Epi Info, Euler Mathematical Toolbox, EViews, FAME, FEniCS Project, Fityk, FlexPro, GAUSS, Genedata Analyst, GenStat, GeoDA, GLIM, GNU Data Language, GraphPad InStat, GraphPad Prism, gretl, Hermes, IBM SPSS Modeler, IBM SPSS Statistics, IDAMS/WinIDAMS, IDL, IGOR Pro, IMSL Numerical Libraries, Izenda, JAGS, JHepWork, JMP, JMulTi, Julia, KPP, LabPlot, LISREL, Macsyma, Madagascar, MadArtSoft, Madeline, Maple, Mathcad, Mathemagix., Mathematica, MATLAB, MCSim, MedCalc, Minitab, MINUIT, MLwiN, Mondrian, NCAR Command Language, NCSS, NMath Stats, numberGo Publisher, NumXL, Octave, O-Matrix, OpenBUGS, OpenEpi, OpenMx, OptimJ, Orange, Origin, OriginPro, PARI/GP, Partek, PAW, Perl Data Language, Ploticus, Primer-E Primer, PSPP, PV-WAVE, Q research software, QtiPlot, Quantum, R, R Commander, R Rattle GUI, RapidMiner, RATS, Revolution Analytics, ROOT, Sage, SALOME, Salstat, SAS, scikit-learn, Scilab, SciPy, SHAZAM, Shogun, SigmaStat, SigmaXL, Simfit, Simul, SOCR, SOFA Statistics, SPC XL, Speakeasy, S-PLUS, SPSS, Stata, Statgraphics, STATISTICA, Statistical Lab, Stat-JR, Stats Helper, StatXact, SUDAAN, Systat, The Unscrambler, Trilinos, Unistat, VisSim, Waffles, Weka, WinBUGS, Winpepi, X-12-ARIMA, XLfit, Xlisp-stat, XploRe, Yorick.

#### **Toolkit 4**

Microsoft Server 2003 utilities and resources. These are for clients implementing databases on Microsoft Server 2003 systems.

#### **Toolkit 5**

Microsoft Server 2008 utilities and resources for clients implementing databases on those systems. Microsoft Server 2012 migration utilities are also in this Toolkit.

## Proprietary Software package compatibility

If you use proprietary corporate planning software then it is easy to use these databases as they are compatible with the following packages:-

### Some Compatible Software products (See the Database Support site for a full list)

Project Management Software: 24SevenOffice, Assembla, AtTask, Basecamp, Central Desktop, Cerebro, Clarizen, codeBeamer, Collabtive, Concerto, Contactizer, CredAbility.info, dotProject, Easy Projects .NET, eGroupWare, FastTrack Schedule, Feng Office Community Edition, FogBugz, GanttProject, Gemini, Genius Inside, Glasscubes, Huddle, Hyperoffice, InLoox, JIRA, Journyx, Kayako, KForge, KPlato, Launchpad, LiquidPlanner, LisaProject, MacProject, MantisBT, MatchWare MindView 3 Business, Merlin, MicroPlanner X-Pert, Microsoft Office Project Server, Microsoft Project, Mingle, O3spaces, OmniPlan, Open Workbench, OpenProj, Oracle Project Portfolio Management, Planisware 5, Planner Suite, Pmplus+, Primavera Project Planner, Project KickStart, Project.net, Project-Open, Projectplace, ProjectSpaces, Projektron BCS, PSNext, QdPM, QuickBase, Redmine, Rachota, SAP RPM, Smartsheet, TaskJuggler, Teamcenter, Teamwork, Tenrox, Trac, TrackerSuite.Net, Ubidesk, VPMi, WorkLenz, WorkPLAN Enterprise, workspace.com, WebSPOC, Wrike, Zoho Projects

ERP Packages: Adempiere, BlueErp, Compiere, Dolibarr, Fedena, GNU Enterprise, JFire, Kuali Foundation, LedgerSMB, OFBiz, Openbravo, OpenERP, Opentaps, Postbooks, SQL-Ledger, Tryton, WebERP, 1C:Enterprise, 24SevenOffice Start / Premium / Professional, abas ERP, Accpac, Agresso Business World, AMS Advantage, BatchMaster ERP, Bowen & Groves, CGram Enterprise, Clear Enterprise, Comarch Altum, Compass ERP, Compiere, Comprehensive Patient Administrator, COA Solutions Ltd - Smart Business Suite, Consona Corporation – Intuitive / Made2manage / AXIS / Cimnet / Encompix / DTR, Epicor Enterprise, Global Shop Solutions One-System ERP Solutions, HansaWorld, ERP Adage (Adage), ERP LN (Baan), ERP LX (BPCS), ERP SL (SyteLine), ERP Swan, ERP SX.Enterprise (SX.Enterprise), ERP VE (Visual Enterprise), ERP XA (MAPICS), IFS Applications, JD Edwards EnterpriseOne & JD Edwards World, JustFoodERP.com, kVASy4, Kingdee, Lawson M3 / Movex, Lawson S3, Log-net, Maximo (MRO), Microsoft Dynamics AX, Microsoft Dynamics GP, Microsoft Dynamics NAV, Microsoft Dynamics SL, Momentum, MyWorkPLAN, NetSuite, Openda QX, OpenMFG, Oracle e-Business Suite, Paradigm, PeopleSoft, Plex Online, QAD Enterprise Applications, Ramco Enterprise Series 4.x, Ramco e.Applications, Ramco On Demand ERP, MAS 90, MAS 200, MAS 500, Technology One, SAGE ACCPPAC, SAGE Pro ERP, SAGE ERP X3, SAP Business Suite, SAP Business ByDesign, SAP Business One, SAP Business All-in-One, TaskHub, SYSPRO, SYS-APPS, mySAP, Visibility.net, WorkPLAN Enterprise

Enterprise Feedback Management Systems: SynGro, Perseus (Vovici), Clicktools, DatStat, Inquisite, SPSS, FIRM (Confirmit), NetReflector, Allegiance, Enetrix, Satmetrix, RightNow Technologies, Mindshare Technologies, Data Illusion, KeySurvey (WorldAPP), Kinetic Data, CustomerSat, Medallia, Interview SA, Surveynomics, Invoke Solutions, Qualtrics, Fizzback, Grimmersoft, QuestManager, QuestBack, Globalpark, DataCycles, Dub Studios, eLustro, Kinesis Survey Technologies, Knowledge Wave, myK (myKnowledge), mySurveyLab.com, QuickSearch, Ransys, ResponseTek Networks Corp., TalkFreely, XTCO, Zarca

## **Resource Web**

Sometimes clients also want the data loaded onto a password protected dedicated website for the use of their staff and any other persons they may authorise.

The main benefit of these Resource Webs is that the data is available to all the client's staff and professional advisors wherever they may be, and also when data is updated, or new data is added, then there is a common point of access for that data. Resource Webs are maintained for the use of the client for a period of 12 months from the last update to that site. These dedicated web sites are provided by the After-Sales Service.

For a detailed view of a typical Resource Web: http://www.eni-italy.info produced for ENI, the Italian Oil group

## **Research & Survey Methodology Analysis**

Some client may wish to understand the statistical and methodological basis of the specific research conducted and this can be provided as part of the After-Sales Service.

## Statistical Appraisal of Datasets (via the After-Sales Service)

### Sampling

- External Validity
- Sampling Terminology
- o Statistical Terms in Sampling
- Probability Sampling
- Nonprobability Sampling

#### Measurement

- Construct Validity
  - o Measurement of Validity Types
  - o Construct Validity
  - Convergent & Discriminant Validity
  - o Threats to Construct Validity
  - Nomological Networks
  - Multi-trait / Multi-method Matrix
  - Pattern Matching Construct Validity
- Reliability
  - o True Score
  - Measurement Error
  - Reliability
  - Type of Reliability Analysis
  - Validity
- Levels of Measurement
- Survey Research
  - Survey Type
  - Selecting the Survey Method
  - Construction of the Survey
    - Questions
    - Question Content
    - Response Format
    - Question Wording
    - Question Placement
  - o Interviews
  - Appraisal of Survey Method
- Scaling
  - o General Issues in Scaling
  - o Thurstone Scaling
  - Likert Scaling
  - o Guttman Scaling
- Qualitative Measures
  - o Qualitative Discussion
  - o Qualitative Data
  - o Qualitative Approach
  - o Qualitative Method
  - o Qualitative Validity
- Unobtrusive Measures

### Design

- Internal Validity
  - Establishing Cause & Effect
  - Single Group Threats
    - Regression to the Mean
  - Multiple Group Threats
  - Social Interaction Threats
- Design Development
- Design Type
- Experimental Designs
  - Two-Group Experimental Design
    - Probabilistic Equivalence
    - Random Selection & Assignment
  - Classifying Experimental Designs
  - Factorial Design
    - Factorial Design Variations
  - Randomized Block Design
  - Covariance Design
  - Hybrid Experimental Design
- Quasi-Experimental Designs
  - o Non-equivalent Groups Design
  - o Regression-Discontinuity Design
  - o Other Quasi-Experimental Design
- Relationships of Pre-Post Designs
- Formulation of the Designs
- Modification & Experimentation

#### Analysis

- Conclusion Validity
  - o Threats to Validity
  - Validity Improvements
  - o Statistical Control
- Data Preparation
- Descriptive Statistics
  - Correlation
- Inferential Statistics
  - o T-Test
  - Indicator Variables
  - o General Linear Model
  - Post-test-Only Analysis
  - Factorial Design Analysis
  - Randomized Block Analysis
  - Analysis of Covariance
  - o Non-equivalent Group Analysis
  - Regression-Discontinuity Analysis
  - Regression Displacement Analysis

# Appendix 1 : Regional Report country coverage

Canada & USA	Europe	Middle East	Africa
Canada	Albania	Afghanistan*	Algeria
United States	Andorra*	Azerbaijan	Angola
	Armenia	Bahrain	Benin*
Central America	Austria	Iran	Botswana
Antigua and Barbuda*	Belarus	Iraq	Burkina Faso*
Aruba	Belgium	Israel	Burundi*
Bahamas	Bosnia + Herzegovina	Jordan	Cameroon
Barbados	Bulgaria	Kuwait	Cape Verde*
Belize	Croatia	Lebanon	Cen African Rep*
Bermuda*	Cyprus	Oman	Chad*
Cayman Islands*	Czech Republic	Pakistan	Cote d'Ivoire
Costa Rica	Denmark	Qatar	Democratic
Cuba	Finland	Saudi Arabia	Republic Congo*
Dominica	France	Syria	Djibouti*
Dominican Republic	Eire	Tajikistan	Egypt
El Salvador	Estonia	Turkey	Equatorial Guinea*
Grenada*	Georgia	Turkmenistan	Eritrea
Guadeloupe	Germany	United Arab Emirates	Ethiopia
Guatemala	Greece	Yemen*	Gabon
Haiti	Greenland*		Gambia
Honduras	Hungary	Asia	Ghana
Jamaica	Iceland	Bangladesh	Guinea
Martinique	Italy	Brunei*	Guinea-Bissau
Mexico	Latvia	Burma*	Kenya
Netherlands Antilles	Liechtenstein*	Cambodia	Lesotho
Nicaragua	Lithuania	China	Liberia
Panama	Luxembourg	India	Libya
Puerto Rico	Macedonia	Indonesia	Madagascar
Saint Kitts and Nevis*	Malta*	Japan	Malawi
Saint Lucia*	Moldova	Laos	Mali*
Saint Vincent	Montenegro	Malaysia	Mauritania*
Grenadines*	Netherlands	Mongolia*	Morocco
Trinidad and Tobago	Norway	Nepal*	Mozambique
US Virgin Islands*	Poland	North Korea*	<u>Namibia</u>
	<u>Portugal</u>	<u>Philippines</u>	Niger*
South America	<u>Romania</u>	Singapore	<u>Nigeria</u>
<u>Argentina</u>	<u>Serbia</u> *	South Korea	Republic Congo*
<u>Bolivia</u>	<u>Slovakia</u>	Sri Lanka	Rwanda*
<u>Brazil</u>	<u>Slovenia</u>	<u>Taiwan</u>	S Tome Principe*
<u>Chile</u>	<u>Spain</u>	<u>Thailand</u>	<u>Senegal</u>
<u>Colombia</u>	<u>Sweden</u>	<u>Vietnam</u>	Seychelles*
<u>Ecuador</u>	<u>Switzerland</u>		Sierra Leone
French Guiana	United Kingdom	Oceania	Somalia*
<u>Guyana</u>	<u>Ukraine</u>	<u>Australia</u>	South Africa
<u>Paraguay</u>		<u>Fiji Islands</u> *	Sudan*
<u>Peru</u>	Eurasia	French Polynesia*	<u>Swaziland</u>
<u>Suriname</u>	<u>Kazakhstan</u>	<u>Kiribati</u> *	<u>Tanzania</u>
<u>Uruguay</u>	<u>Kyrgyzstan</u>	Micronesia*	<u>Tunisia</u>
<u>Venezuela</u>	<u>Russia</u>	New Caledonia*	<u>Uganda</u>
	<u>Uzbekistan</u>	New Zealand	<u>Zambia</u>
		Papua New Guinea	<u>Zimbabwe</u>

The countries marked \* indicate a data caveat due to local survey conditions.

## **Appendix 2: About the After-Sales Service**

The After-Sales Service is most effective if users plan their orders sequentially, i.e. extract the basic data which will then lead to more complex data or correlations. This also helps to reduce costs as the use of automated data processing and standard data formats are always less expensive to produce than Ad Hoc work.

### Modular Research

Once the After-Sales Service understands the general data requirements they will send the Client a Modular Proposal as a Word document. The Client can then select the Parts required, and amend or modify the information objectives.

The best method to organise the ordering of data is as follows:-

- 1 Additional Market Research Data
- 2 Distribution Channels & End Users
- 3 Survey Data
- 4 Corporate Data
- 5 Additional Requirements

Once a client has specified exactly what data is needed, and that specification is available, then the After-Sales Service will produce a written quotation of cost and delivery time.

### 1. Market Research

## **Markets & Products**

Clients can order data for additional Product and Market Sectors. This will always include data, by year Historic: from 1997, and a Forecast by year to 2040. Data can be provided for up to 200 countries.

The client can specify Product & Market breakdowns as needed:

## 2. Distribution Channels & End Users Data

### **Distribution Channels**

This section can investigate the Product Distribution Channels in the selected Markets. The data is based on a series of existing Databases. The client can specify information as needed.

### **End Users**

This section can investigate the End Users of the Products in the selected markets. The data is based on a series of existing Databases. The client can specify information as needed.

# 3. Survey Data

## Supplementary Survey Data for the selected Products & Markets

Each survey (Suppliers, Distribution Channels, Decision Makers, and End Users) contains 5 sub-sets for Products, Supplier Operations, Buyer & End Users, Trading Area, & Competitors in the selected Markets.

Products	The client can specify information as needed.
Operations	The client can specify information as needed.
<b>Buyer &amp; Decision Maker Profiles</b>	The client can specify information as needed.
Trading Area	The client can specify information as needed.
Competitors	The client can specify information as needed.

These surveys cover the Markets, Products, Competitors, Operations and Product Flows in terms of the Suppliers, Distributors, Decision Makers, and End Users.

## **Industry & Supplier Performance**

One can investigate the product Industry in the selected Markets. Industry Performance Survey results. The client can specify information as needed.

### **Distribution Channels**

One can investigate the product Distribution Channels in the selected Markets. Distribution Survey results. The client can specify information as needed.

### **Decision Makers**

One can investigate the product Buyers and Purchasing Decision Makers in the selected Markets. Purchasing Decision Makers Survey results. The client can specify information as needed.

#### **End Users**

One can investigate the End Users in the selected Markets. End User & Buyer Survey results. The client can specify information as needed.

## 4. Corporate Data

## This database contains data on 3,381 significant Companies (Suppliers and Distribution Channel members) worldwide.





This part is provided as a PDF file or a Word file, as specified by the client.

### **Data Objectives for each Target Company**

The data objectives have to be set by the client and were possible these will be achieved by the research. For example:-

- 1. Financials: historical sales, forecasted sales, gross profit margin.
  - a. By industry sector and application sector as defined by the client.

For example, for the sales made by a Target Company those products sold to specific categories of customers, how much of their revenue is generated from providing various products, or application to specific categories of customers, et cetera.

- 2. A list of products produced by the Target Company or sourced from other suppliers.
- Type of distribution channel, e.g. direct sales to End Users, OEM sales, via specifiers, via importers or distributor, partnering with third party providers, et cetera.
- Partners by type (e.g. specifiers, product distributor, customer service partner) per country
- Pricing by product sector defined by the client.
- 6. Discount structures
- 7. Capacity by product/market defined
- 8. Availability of products (% of product in stock versus product to be ordered)
- 9. Sales by the type of Support for all categories specified by the client.
- 10. The average Modernization and Upgrades period by Product Sector defined by the client.
- 11. Customer Perceptions
- 12. The size (in terms of number) of management team per country, number of field sales persons per country, number of customer service staff per country.
- 13. Countries covered by the competitors, production sites (city), customer service sites (city), headcount, documentation.
- 14. Technology and innovation: innovative technology or application developments.
- 15. Et cetera... The client can specify any particular data which needs to be covered.

## **List of Target Companies**

The Client may either select the target themselves, or can specify the Top 10 or Top 15 in the World / Europe / individual Country / et cetera. The client can specify here which Target Companies are to be covered.

## **Base data objectives for the Target Company**

### Key Personnel:

- 1. Chairman
- 2. Chief Executive
- 3. Directors:
- 4. Executives:

### Corporate Summary:

- 5. Company Description
- 6. Company History
- 7. Legal Entity & Ownership
- 8. Company Facilities
- 9. Company Key Assets
- 10. Mainline product / service
- 11. Product / services provided
- 12. Parent Company
- 13. Bankers
- 14. Year established
- 15. Current employees
- 16. Issued capital
- 17. Shareholders
- 18. Last published turnover
- 19. Subsidiaries
- 20. Associated companies
- 21. Companies represented
- 22. Agencies
- 23. Physical processing locations
- 24. Capital investment
- 25. Advertising expenditure
- 26. Advertising media
- 27. Advertising posture
- 28. Sales promotion activity
- 29. Method of selling
- 30. Distribution
- 31. Distribution network
- 32. Use of distribution channels

#### Corporate Observations:

- 33. Premises
- 34. Product Brands
- 35. Product Sales Channels
- 36. Products Carried & Services Offered
- 37. Consumer Features & Benefits
- 38. Current Market Analysis
- 39. Competition
- 40. Competitive Advantage
- 41. Target Markets
- 42. Target Customers
- 43. Current Strategy & Implementation
- 44. Current Management
- 45. Current Financial Plan
- 46. Investment Fund Sources & Use of Funds
- 47. Future Target Customers
- 48. Future Process Trends
- 49. Future Market Analysis
- 50. Projected Market Size
- 51. Planned Products & Services
- 52. Development Plans

#### **SWOT Analysis:**

53. Strengths

- 54. Weaknesses
- 55. Opportunities
- 56. Threats

#### Future Strategy Planning & Implementation:

- 57. Philosophy
- 58. Product Development
- 59. Internet Strategy
- 60. Marketing Strategy
- 61. Sales Strategy
- 62. Strategic Alliances
- 63. Operations

#### Goals:

- 64. Renovating premises, stocking, staff hiring and marketing.
- 65. Market Penetration
- 66. Penetrate and raise awareness in the targeted markets.
- 67. Achieving a higher profit margin.
- 68. Building the customer base.
- 69. Generate repeat and referral sales.
- 70. Expansion potential.
- 71. Reputation as a quality Supplier.

### **Exit Strategies**

#### Management:

- 72. Organisational Structure
- 73. Leadership
- 74. Staff Members

#### Financial Plans:

- 75. Finance Requirements
- 76. Use of Funds
- 77. Cash Flow
- 78. Balance Sheet Topics
- 79. Financial Assumptions

## Specific Additional corporate data required on Target Companies

The client can specify any particular corporate data which is needed:

- 80. -
- 81. -
- 82. .../

These above items are a qualitative analysis of the Target Company. This data is derived from the Surveys of Industry sources, Distribution Channels and Buyers of the products supplied by the target company. This data is not quantified, but is presented as the qualified and subjective opinions of those responding to the surveys.

## **Financial Data for the Target Company**

The financial data is provided in sections:-

- 1. the most salient Management figures and margins, and
- 2. a full Balance Sheet and Management Accounts simulation.

### **Management Accounts**

Management figures for the Target Company: Management figures for the Management figures

- Product Revenue
- Product Profitability as a % of Sales
- 3. Total Process Space
- 4. Average Site Process Space
- 5. Average Site Revenues
- 6. Average Site Establishment Cost
- 7. Fixed Assets: Premises
- 8. Fixed Assets: Equipment
- 9. Fixed Assets: Miscellaneous Items
- 10. Fixed Assets
- 11. Capital Expenditure on Premises
- 12. Capital Expenditure on Plant
- 13. Capital Expenditure on Equipment
- 14. Cap. Expend. on Data Processing
- 15. Capital Expenditure on Misc. Items
- 16. Total Capital Expenditure
- 17. Retirements: Premises
- 18. Retirements: Plant & Equipment
- 19. Retirements: Miscellaneous Items
- 20. Total Retirements

- 21. Total Fixed Assets
- 22. Finished Product Stocks
- 23. Work in Progress as Stocks
- 24. Materials as Stocks
- 25. Total Stocks / Inventory
- 26. Debtors
- 27. Miscellaneous Current Assets
- 28. Total Current Assets
- 29. Total Assets
- 30. Creditors
- 31. Short Term Loans
- 32. Miscellaneous Current Liabilities
- 33. Total Current Liabilities
- 34. Net Assets / Capital Employed
- 35. Long Term Loans
- 36. Miscellaneous Long Term Liabilities
- 37. Shareholders' Funds
- 38. Process Workers
- 39. Total Employees

## Specific Additional Financial data required on Target Companies

The client can specify any particular Financial data which is needed.

### **Balance Sheet and Management Ratios**

Balance Sheet and Management Accounts for the Target Company: Management Accounts for the Manageme

- 61. Un-recoverable Debts Ratio of Total Debt 62. Un-recoverable Debts Ratio Within Terms
- 63. Total Sales Costs as a % of Sales
- 64. Total Distribution Costs as a % of Sales
- 65. Total Advertising Costs as a % of Sales
- 66. Total After-Sales Costs as a % of Sales
- 67. Total Customer Compensation Costs
- 68. Total Variable Marketing Costs % of Sales
- 69. Total Fixed Marketing Costs % of Sales
- 70. Total Fixed Marketing Costs: Ratio Variable Costs
- 71. Variable Sales Personnel Costs: Marketing
- 72. Variable Distribution Ratio Marketing Costs
- 73. Variable Advertising Costs: Marketing
- 74. Variable After-Sales Costs as a Ratio of Marketing Costs
- 75. Sales Personnel Variable Costs: Sales
- 76. Sales Personnel Variable Costs: Debtors
- 77. Sales Personnel Variable Costs
- 78. Exports as a % of Sales
- 79. \$ Hourly Pay Rate
- 80. \$ Hourly Wage Rate
- 81. Capital Employed
- 82. Return on Capital
- 83. Return on Assets
- 84. Return on Shareholders' Funds

- Return on Capital
- Return on Assets
- Return on Shareholders' Funds
- Pre-tax Profit Margins
- Operating Profit Margin
- Trading Profit Margin
- Return on Investment
- Assets Utilisation (Sales to Total Assets)
- Sales as a ratio of Fixed Assets
- 10. Stock Turnover (Sales as a ratio of Stocks)
- 11. Credit Period
- 12. Creditors' Ratio (Creditors / Sales times 365 days)
- 13. Default Debtors / Ratio of Total Debtors
- 14. Un-Recoverable Debts Ratio of Total Debts
- 15. Working Capital / Sales
- 16. Materials & Energy Costs as a % of Sales
- 17. Added Value
- 18. Investment as a Ratio of Added Value
- 19. Value of Plant & Equipment % of Sales
- 20. Vertical Integration (Value Added % Sales)
- 21. Research & Development Investment % Sales 22. Capital Expenditure Investment % of Sales
- 23. Marketing Costs as a % of Sales
- 24. Current Ratio (Current Assets/Liabilities)

- 25. Quick Ratio
- 26. Borrowing Ratio Total Debt ratio of Net Worth)
- 27. Equity Ratio (Shareholders Funds: Total Liabilities)
- 28. Income Gearing
- 29. Total Debt as a ratio of Working Capital
- 30. Debt Gearing Ratio (Long Term Loans: Net Worth)
- 31. Average Remuneration (all employees)
- 32. Profit per Employee
- 33. Sales per Employee
- 34. Remunerations / Sales
- 35. Fixed Assets per Employee
- 36. Capital Employed per Employee
- 37. Total Assets per Employee
- 38. Value of Average Investment per Employee
- 39. Value Added per Employee
- 40. Materials Costs as a % of Sales
- 41. Wage Costs as a % of Sales
- 42. Payroll and Wages as a Ratio to Materials
- 43. Variable Costs as a % of Sales
- 44. Fixed Costs as a % of Sales
- 45. Fixed Costs as a Ratio of Variable Costs
- 46. Distribution Costs as a % of Sales
- 47. Warehousing Costs as a % of Sales
- 48. Physical Costs as a % of Sales
- 49. Fixed as a Ratio of Variable Distribution Costs
- 50. Fixed as a Ratio of Variable Warehousing Costs
- 51. Fixed as a Ratio of Variable Physical Costs
- 52. Fixed Ratio of Variable Total Distribution Costs
- 53. Product Returns Costs % of Sales
- 54. Product Installation Costs as a % of Sales
- 55. Product Breakdown Costs as a % of Sales
- 56. Product Systems Costs as a % of Sales
- 57. Product Service & Associated Costs % of Sales
- 58. Customer & Associated Costs % Sales
- 59. Work in Progress / Materials Ratio Finished Products
- 60. Stock

- 85. Pre-tax Profit Margins
- 86. Operating Profit Margin
- 87. Trading Profit Margin
- 88. Return on Investment
- 89. Assets Utilisation (Sales: Total Assets)
- 90. Sales / Fixed Assets Materials Ratio Work in Progress
- 91. Stock Turnover (Sales as a ratio of Stocks)
- 92. Credit Period
- 93. Creditors' Ratio
- 94. Default Debtors Ratio of Total Debtors
- 95. Un-Recoverable Debts Ratio of Total Debts
- 96. Working Capital / Sales
- 97. Materials & Energy Costs as a % of Sales
- 98. Added Value
- 99. Investment as a Ratio of Added Value
- 100. Value of Plant & Equipment as a % of Sales
- 101. Vertical Integration Ratio
- 102. Research & Development Investment as a % of Sales
- 103. Capital Expenditure Investment % Sales
- 104. Marketing Costs as a % of Sales
- 105. Current Ratio
- 106. Quick Ratio
- 107. Borrowing Ratio
- 108. Equity Ratio
- 109. Income Gearing
- 110. Total Debt as a ratio of Working Capital
- 111. Debt Gearing Ratio
- 112. Average Remuneration (all employees)
- 113. Profit per Employee
- 114. Sales per Employee
- 115. Remunerations / Sales
- 116. Fixed Assets per Employee
- 117. Capital Employed per Employee
- 118. Total Assets per Employee
- 119. Value of Average Investment / Employee
- 120. Value Added per Employee

## 5. Additional Data

The client can specify information as needed.

This section can be used to specify non-Market or non-Corporate data and research, for example:-

- Product Data
- Distribution Data
- Processes
- Technologies
- Macro-Economic Issues
- Political Issues
- National Legislation and Regulations
- Product Certification and Conformity Issues
- Demographic Data
- Physical & Geographical data (for example, Highways, Elevations, et al)
- Business Resources
- Et cetera...

## **Database Products supported by the After-Sales Service**

The After-Sales Service support all products and databases, including those shown below.

## **Database Compatibility**

The increased use of Database Management Systems, Business Planning and Control Systems, Enterprise Resource Planning, Management Information Systems, and other tools amongst management professionals has produced a critical need for the harmonisation of data across various software applications and systems platforms. The After-Sales Service ensures that its output, where required, will be fully compatible with every product and database.

For this reason all the databases use harmonised database and data sets; thereby users can obtain any database from any of the publishers, for any of their brands, with the assurance that these databases are fully compatible and can be used in conjunction with one another and the various platforms, operating systems and software.



































Since 2007, we have undertaken the harmonisation and convergence of the database specifications and definitions of the various database providers. This is to allow users a uniform and standardised reference to use with their planning and forecasting; and to allow cross-database functionality.

The data sets, modules and standards shown are now fully harmonised and standardised to allow data and software interflow and cross-platform usage of the databases. Users may obtain older data dictionaries and standards, and/or data sets and data dictionaries for their own national standards. The standard product and market definitions have been harmonised and are provided (in the standard database products supplied), often as the NAICS classifications. Users wishing to remain with the previous SIC classifications may obtain these databases under that classification system. Users requiring other (U.N., European, Japanese, et cetera) classification definitions and norms may obtain those as necessary. Accounting standards are also harmonised according to the U.S. regulatory norms; however other norms are available. Data dictionary and data definition bridges and converters are available to allow users to update or standardise their databases. We have undertaken to maintain support for the older data dictionary standards and definitions until 2025; however users are urged to update at their earliest convenience.



Published by National Intelligence Networks. Copyright © by National Intelligence Networks. All rights reserved. No part of the contents of this document may be reproduced for third party distribution or transmitted to third parties in any form or by any means without the written permission of the publisher. These publications are available worldwide only through authorized distributors.

All trademarks are recognized and are used as only an identifier and as Fair Comment as allowed in United States copyright law and the decisions of the European Court. The copyright and trademarks of the U.S. Government Printing Office, Bureau of the Census, U.S. Department of Commerce, U.S. Office of Management and Budget, U.S. General Accounting Office, National Technical Information Service and other U.S. Government Departments and Agencies are recognized. The copyright and trademarks of all publishers and producers of ancillary documentation and software are recognized.